

# THE CASH BOX

VOLUME XIV

APRIL 25, 1953

NUMBER 31



Eddie Fisher receives congratulations from Hugo Winterhalter on his first public appearance after being released from the army. Eddie who was discharged on April 9, opened at the New York Paramount on April 10 with Hugo taking time off from his RCA Victor duties to conduct the orchestra. Eddie's latest Victor record, just issued, is "I'm Walking Behind You" and "Just Another Polka" with Winterhalter doing the backing on both sides.



# Only

phonograph with 120 Selections!

# Only

phonograph with the single-button  
Line-O-Selector

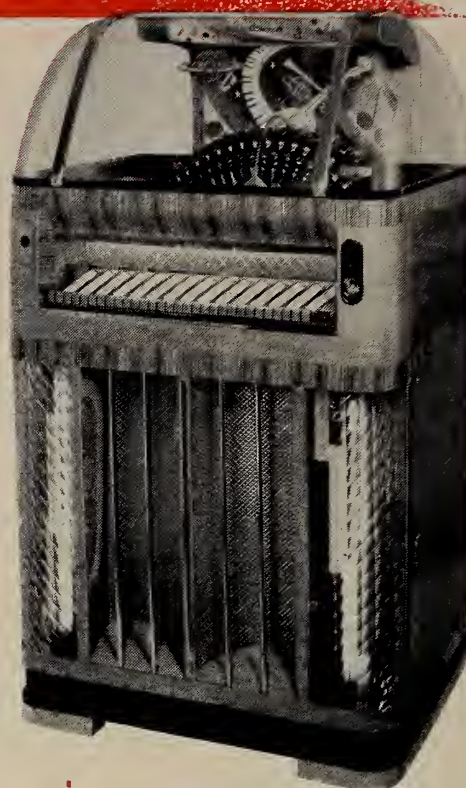
# Only

phonograph with revolving  
record drum

## ROCK-OLA

\*Model 1436

# FireBall



*Proven Performance  
Proven Profits*

The *only* Phonograph with **120** Selections

*\*Available in 2 models for either  
78 RPM or 45 RPM Records*



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**ROCK-OLA MANUFACTURING CORPORATION**  
800 North Kedzie Avenue • Chicago 51, Illinois





# The Cash Box

April 25, 1953

Volume XIV

Number 31

PUBLISHED EVERY WEEK BY

**The Cash Box Publishing Co., Inc.**

26 West 47th Street, New York 36, N. Y.

(All Phones: JUdson 6-2640)

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## Music Editorial

### Publishers:

# STOP WAILING START ACTING

## To Increase Sheet Music Sales

For years now, publishers have publicly and privately bewailed the fact that sheet music sales have been going steadily in one direction — downward. But unlike the leaders in other businesses, when their industry is being threatened, publishers have failed to take any constructive steps not only to increase sheet music sales but even to keep them from slipping any further.

One of the basic problems is the inability of people in the music business to take any concerted action whatsoever. Each one is conducting a private campaign not only in competition with everyone else, but actually within a wall that keeps him from joining in with other music people even where it is to his own benefit.

Every publisher admits that the main profit in the publishing business comes from the sale of sheet music. If a tune has a big sheet sale, that means plenty of extra dollars. If a tune doesn't sell sheet music, even though it may be a hit from the public's point of view, then the publisher isn't going to get rich on it.

Therefore it would seem that for their own sense of survival, publishers should at least make some effort to work together to increase sales.

How can this be done?

Many ways.

Take the rack order. That has gone down steadily from the point where it meant 180,000 copies to today where it is about 75,000. If you observe the shops of dealers who handle sheet music, for the most part you'll find the rack hidden in some corner where no one can get at it. If a customer asks for a particular song, and if it's in, the shopkeeper will sell it to him. But there is no effort made to merchandise the sheet music and if the copy isn't in stock at the moment, it is likely that the sale is lost forever.

Now wouldn't it be smart for publishers to agree, through one of their various organizations, to deduct perhaps a penny or two from each copy of sheet music that gets a rack order to see that dealers are properly serviced, to have men who can check on the stock of dealers, make sure that the racks are in hot spots and in general keep sheet music before the public at all times?

Some publishers may say that the percentage of profit on sheet music gets smaller and smaller all the time and deducting another penny or two may be unbearable. But when the rack order meant 180,000 wouldn't it have been better to have started deducting this to keep the volume up than to have let it slip to 75,000? Certainly more than double the volume would have more than made up the extra expense.

Besides the need to keep racks well serviced and properly merchandised, there are many other things that can at least be tried. Every juke box is constantly promoting music. It promotes and sells records—and the next logical step is for it to promote and sell sheet music. Perhaps tie-ins can be made with juke box operators, and record distributors, who sell to them, in order to promote sheet music in a dynamic, sales producing manner. We don't know whether this is practical or feasible but certainly it is an area that should be explored by publishers and it is they who should take the initial steps to examine the problem and see whether any project can be worked out.

Then there are the established merchandising mediums that are not being exploited. Every shop that sells records is a potential sheet music agency. Why then don't they handle sheet music? Sure you can easily name a dozen reasons. But the answer is that publishers, as a group, must make it worthwhile for these stores to stock sheet music and this can only be done on an industry-wide basis.

In the face of falling sheet music sales, publishers don't have to lie down and die, saying in effect "There's nothing that can be done about it".

There's plenty that can be done about it.

If the combined brains of the music industry, which has given America so much great entertainment, can't solve a problem like this, then we are facing a pretty sorry state of affairs.

But we know they can solve it.

The important thing to remember is that this problem cannot be tackled alone. It involves all the efforts and all the brains of the entire music business.



The first multiple recording



3 Comos for the price of one

MY ONE AND ONLY HEART

perry como

singing

b/w

a great new ballad  
SAY YOU'RE MINE AGAIN

record no.  
20/47-5277

RCA VICTOR Best Sellers

WEEK OF APRIL 25th

POPULAR

MY ONE AND ONLY HEART / SAY YOU'RE MINE AGAIN	Perry Como	20-5277 (47-5277)
WILD HORSES / I CONFESS	Perry Como	20-5152 (47-5152)
HOT TODDY / SERENADE	Ralph Flanagan	20-5095 (47-5095)
HOW DO YOU SPEAK TO AN ANGEL / DOWNHEARTED	Eddie Fisher	20-5137 (47-5137)
APRIL IN PORTUGAL / PENNY WHISTLE BLUES	Freddy Martin	20-5052 (47-5052)
SWEET THING / WHY COME CRYING TO ME	Dinah Shore	20-5247 (47-5247)
DON'T LET THE STARS GET IN YOUR EYES / LIES	Perry Como	20-5064 (47-5064)
A-L-B-U-Q-U-E-R-Q-U-E / MOON	Ralph Flanagan	20-5237 (47-5237)
I'M WALKING BEHIND YOU / JUST ANOTHER POLKA	Eddie Fisher	20-5293 (47-5293)
MY SWEETHEART MAMIE/THERE'S PLENTY OF FISH IN THE OCEAN	Dennis Day-Freddy Martin	20-5265 (47-5265)
LULU HAD A BABY / THE BOYS IN THE BACK ROOM	Spike Jones	20-5239 (47-5239)
THE SONG FROM MOULIN' ROUGE / STREET OF SHADOWS	Henri Rene	20-5264 (47-5264)
NOW HEAR THIS / APRIL IN PORTUGAL	Tony Martin	20-5279 (47-5279)
LITTLE RED MONKEY / ANNA	The Three Suns	20-5246 (47-5246)
HIGH SCHOOL / IS IT ANY WONDER	Bob Whalen	20-5255 (47-5255)

COUNTRY-WESTERN

THE MISSOURI WALTZ / MOONLIGHT AND ROSES	Eddy Arnold	20-5192 (47-5192)
YOU ALWAYS HURT THE ONE YOU LOVE / I'M GONNA LOCK MY HEART	Eddy Arnold	20-5193 (47-5193)
THE GLORY LAND MARCH / IN DADDY'S FOOTSTEPS	Hank Snow-The Jordanares	20-5249 (47-5249)
BROKEN WINGS / THE CANNONBALL YODEL	Elton Britt	20-5251 (47-5251)
A FOOL SUCH AS I / THE GAL WHO INVENTED KISSIN'	Hank Snow	20-5034 (47-5034)

RHYTHM & BLUES

I WANNA KNOW / LAUGHING BLUES	The Du Droppers	20-5229 (47-5229)
I'M WITH YOU / LAST STOP	Jo Jo Johnson	20-5262 (47-5262)
ALL NIGHT BABY / OH WHY	The Robins	20-5271 (47-5271)

TIPS FROM THIS WEEK'S RELEASE

TWO LOVERS		USKA DARA—A TURKISH TALE		
Eartha Kitt		Hugo Winterhalter / Henri Rene Orch.		20-5284 (47-5284)*
<hr/>				
WHAT A CRAZY GUY				
(Dufo)				
THERE IS A TAVERN IN THE TOWN		Wally Cox with Orchestra directed		
by Bernard Green		20-5278	(47-5278)*	
<hr/>				
WALTZ OF PAREE				
PADAM . . . PADAM				
(How It Echoes The Beat Of My Heart)		The Melachrino Strings		
Conducted by George Melachrino		20-5285	(47-5285)*	
<hr/>				
RUBY				
(Theme Melody from the film "Ruby Gentry")				
LESS THAN TOMORROW				
(But More Than Yesterday)				
Vaughn Monroe and his Orch.		20-5286	(47-5286)*	

\* 45 rpm cat. nos.

RCA VICTOR  
FIRST IN RECORDED MUSIC



THE NATION'S  
**TOP TEN**  
PLUS  
THE NEXT  
**15**  
JUKE BOX TUNES

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

THE CASH BOX



AL—Aladdin	CO—Columbia	FE—Federal	LO—London	PR—Prestige	SIT—Sittin' In
AP—Apollo	CR—Coral	4 Star—Four Star	MA—Mars	RA—Rainbow	SP—Specialty
AT—Atlantic	DA—Dana	IM—Imperial	ME—Mercury	RH—Recorded In Hollywood	SW—Swingtime
BU—Bullet	DE—Decca	IN—Intro	MG—MGM	RE—Regent	TE—Tempo
BR—Brunswick	DO—Dot	JU—Jubilee	MO—Modern	SA—Savoy	TI—Tico
CA—Capitol	DN—Devon	KI—King	OR—Oriole	SE—Seger	TN—Tennessee
CD—Cadence	DY—Derby		PE—Peacock		UN—United
CH—Chess	ES—Essex				VI—RCA Victor

1	HOW MUCH IS THAT DOGGIE IN THE WINDOW PATTI PAGE ME-70070 (45x70070)—Patti Page	Pos. Last Week 1
2	I BELIEVE FRANKIE LAINE CA-2332 (F-2332)—Jane Froman CO-39938 (4-39938)—Frankie Laine	3
3	PRETEND NAT "KING" COLE CA-2346 (F-2346)—Nat "King" Cole CA-2407 (F-2407)—Clifton Stone CO-39915 (4-39915)—Ken Griffin CR-60927 (9-60927)—Eileen Barton	4
4	TILL I WALTZ AGAIN WITH YOU TERESA BREWER BR-84002—Five Bills CO-39952 (4-39952)—Ken Griffin CR-60873 (9-60873)—Teresa Brewer CR-60916 (9-60916)—Tommy Sosebee DA-795—Regina Kujawa DE-28506 (9-28506)—Dick Todd DE-28539 (9-28539)—Russ Morgan	2
5	TELL ME A STORY FRANKIE LAINE & JIMMY BOYD CO-39945 (4-39945)—Frankie Laine & Jimmy Boyd	6
6	YOUR CHEATIN' HEART JONI JAMES CA-2377 (F-2377)—Jan Garber O. CO-39938 (4-39938)—Frankie Laine DE-28628 (9-28628)—Louis Armstrong	5
7	WILD HORSES PERRY COMO CA-2349 (F-2349)—Ray Anthony O. VI-20-5152 (47-5152)—Perry Como	8
8	TELL ME YOU'RE MINE THE GAYLORDS CO-39914 (4-39914)—Mindy Carson DE-28569 (9-28569)—Russ Morgan	7
9	SEVEN LONELY DAYS GEORGIA GIBBS CR-60949 (9-60949)—Pine Toppers & Marlin Sis. DE-28655 (9-28655)—Guy Lombardo O.	10
10	I'M SITTING ON TOP OF THE WORLD LES PAUL AND MARY FORD CA-2400 (F-2400)—Les Paul and Mary Ford	

11) NO HELP WANTED. 12) SIDE BY SIDE. 13) SONG FROM MOULIN ROUGE. 14) APRIL IN PORTUGAL. 15) SAY IT WITH YOUR HEART. 16) DON'T LET THE STARS GET IN YOUR EYES. 17) HELLO SUNSHINE. 18) CARAVAN. 19) GOMEN-NASAI. 20) RUBY. 21) CAN'T I. 22) DANCING WITH SOMEONE. 23) ANNA. 24) SOMEBODY STOLE MY GAL. 25) HAVE YOU HEARD.

"It's What's in THE CASH BOX That Counts"





## THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. I BELIEVE.....Frankie Laine (Columbia)
2. HOW MUCH IS THAT DOGGIE IN THE WINDOW.....Patti Page (Mercury)
3. PRETEND.....Nat "King" Cole (Capitol)
4. CHEATIN' HEART.....Joni James (MGM)
5. SIDE BY SIDE.....Kay Starr (Capitol)
6. WILD HORSES.....Perry Como (RCA Victor)
7. SONG FROM MOULIN ROUGE.....Percy Faith (Columbia)
8. APRIL IN PORTUGAL.....Lex Baxter (Capitol)
9. TILL I WALTZ AGAIN WITH YOU...Teresa Brewer (Coral)
10. RUBY.....Richard Hayman (Mercury)

Mighty talented lads these deejays. Bud Shurian (WARE-Ware, Mass.) and Eddie Hubbard (WENR-Chicago, Ill.) writing columns for their local papers. . . . Larry Oliver, 2300 Winnemac Avenue, Chicago, is putting out a booklet every two weeks for disk jockies. Called D-J Liners. Chock full of quickie gags that should liven any show. Many top jocks already subscribe to it. . . . When June Christy visited with Hal Murray on WHKK-Akron, O. last week she was amazed to see a huge bunny rabbit walk into the studio during the interview. Bunny was borrowed from a local department store expressly to wish June a "Happy Easter." . . . Jack Cardwell and Tom Jackson (Tom 'n Jack) emceeing a new show on WKAB-Mobile, Ala. The station is running a two hour schedule of live shows every Sat night featuring Curtis Gordon (RCA Victor), Billy McGhee (Imperial), Jack Cardwell (King) and Luke McDaniel (Trumpet). . . . Gogi Grant and Roberta Quinlan visited Jerry Kay (WWEZ-New Orleans, La.) recently and put on a wonderful show. Fly in the ointment, however, was the camera. After spending much time getting just the right poses the camera "goofed" and they shot blanks.

\* \* \* \* \*



BOB DREWS  
(WAAF—Chicago, Ill.)

Pic of the week—Bob Drews (WAAF-Chicago, Ill.) detours for a few moments from his "Detour With Drews" program, 10 a.m. to 12 noon each day, to give blood to the Red Cross. Bob, while giving his blood, gave his audience a drop by drop report, emphasising how simple it is to give blood and how little time it takes from even the busiest business exec. Bob's great gesture won over a great many blood donors for the Red Cross in the Chi area. . . . In addition to 2 TV shows, a zillion hours per week of airtime, Howard Miller now doing full hour shows (for the first time on NBC) over Chi's WMAQ. . . . Jack Garrett (WQBC-Vicksburg, Miss.), ex musician from Philadelphia, uses quite a bit of chatter about artists, tunes and composers. So get busy publicity men. Send in your bios and tune data to Jack. . . . Says Carl J. Swanson (WRUN-Utica, N. Y.) "First I want to tell you that since you started listing my 10 top Hillbilly and Western tunes in The Cashbox I have received letters from artists all over the country. I realize the importance of The Cashbox and it should be a bible to radio stations and jukebox operators everywhere." Swanson records under the name "Mr. Sunshine" for MGM-Records.

\* \* \* \* \*

When Herb Kessler had his Four Aces recording in Nashville last week he and the boys threw a party for local deejays. Among those present were R & B jockies Bill Fields and Bill Powell of WSOK-Nashville. This action established a precedent in that area and quite possibly for the South. The invites were extended with the full cooperation of the other jocks. It is said the National Association For The Advancement of Colored People contemplates national publicity. . . . Lorry Raine's Kem recording of "There Nothing Left To Do (But Cry)" was selected by a panel of Helen O'Connell, Tito Guizar, tennis pro Jack Kramer, Bill Goodwin, Linda Darnell and Sue Wagner as a "hit." Selection took place on Peter Potter's Hollywood "KNXT-TV Show." . . . Lee Leonard (WLOW-Norfolk, Va.) has started a new gimmick on his afternoon show, "Star of the Week." It features one artist for a half hour portion of the show daily for one full week, with complete biographical background and lots of spins for the artist's records. First artist to be so honored was Buddy Morrow followed by Frank Sinatra. . . . Evelyn Robinson (Sugar Ray's baby sis) emceed the April 8 "Search For The Belle of The Borough" semi-final sessions over Leigh Kamman's 1280 Club (WOV-New York). . . . Chris Miller does the all night show at WSRs-Cleveland. . . . "Lightnin' Bug" is the R & B segment at the same station.



## JONI JAMES IS IT ANY WONDER

and

## ALMOST ALWAYS

YOUR  
CHEATIN'  
HEART

and  
I'LL BE  
WAITING  
FOR YOU

MGM 11470 78 rpm; K 11479 45 rpm



RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!

SILVANA MANGANO *Sings...* **Anna** and I LOVED YOU

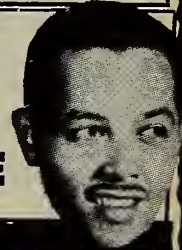
MGM 11457 78 RPM K-11457 45 RPM

## BILLY ECKSTINE

COQUETTE

A FOOL  
IN LOVE

MGM 11439 78 rpm; K 11439 45 rpm



low DOUGLAS with his orchestra **ruby** MY FLAMING HEART MGM 11472 K 11472

barbara RUICK NOW THAT I'M IN LOVE and GHI-LI, GHI-LI, GHI-LI MGM 11483 78 rpm; K 11483 45 rpm

hank WILLIAMS } **Kaw-Liga** and YOUR CHEATIN' HEART MGM 11416 K 11416

Ken REMO Sings **MEXICO** and MY HEART IS A KINGDOM MGM 11419 78 rpm K 11419 45 rpm

leslie CARON mel FERRAR HI-LILI, HI-LO and LILI AND THE PUPPETS MGM 30759 78 rpm; K 30759 45 rpm

buddy DE FRANCO and his orchestra THE SONG FROM MOULIN ROUGE and MANY ARE THE TIMES MGM 11491 78 rpm; K 11491 45 rpm

TOMMY EDWARDS	A FOOL SUCH AS I and I CAN'T LOVE ANOTHER MGM 11395 78 rpm; K 11395 45 rpm	ALAN DEAN	SERENADE OF THE MANDOLINS and THE MOON WAS YELLOW MGM 11454 78 rpm; K 11454 45 rpm
JO ANN TOLLEY	I'D NEVER FORGIVE MYSELF and YOU CAN LIVE WITH A BROKEN HEART MGM 11471 78 rpm; K 11471 45 rpm	LEROY HOLMES	CARAVAN and THREE ON A MATCH MGM 11474 78 rpm; K 11474 45 rpm
BETTY COX	I'M IN LOVE and UNTIL TODAY MGM 11440 78 rpm; K 11440 45 rpm	DANNY DAVIS	I DON'T WANT YOUR KISSES and COME TO THE WEDDING MGM 11443 78 rpm; K 11443 45 rpm

THE BIG-REB HIT!! THE CRICKETS! YOU'RE MINE and MILK and GIN MGM 11428 K 11428

**M-G-M RECORDS** THE GREATEST NAME IN ENTERTAINMENT



# RECORD REVIEWS

ⓐ DISK & SLEEPER

ⓑ EXCELLENT

ⓓ VERY GOOD

ⓐ GOOD

ⓑ FAIR

ⓓ MEDIOCRE

MITCH MILLER ORCH.  
(Columbia 39982; 4-39982)

**B+** "ORIENTAL POLKA" (2:25)  
[Robert Mellin Music] Stan Freeman works on the Harpsichord and does a fine job as he goes through an interesting and different type of item with a sensational Mitch Miller setting. Mitch does wonders on this polka with the oriental sound.

**B** "TIRA LIRA MADEIRA" (2:40)  
[Robbins Music] The Miller aggregation gives out with French horns and a beaty rhythm on a thrilling number with a catchy melody. Stan adds color with the harpsichord.

EDDIE JERIS ORCHESTRA  
(Dana 2105; 45-2105)

**B** "THE PIG GOT UP AND SLOWLY WALKED AWAY" (2:20)  
Bill Cobb does a terrific vocal job on a novelty polka set up by Eddie Jeris and the boys. The tune is cute and the lyrics very funny. This could catch on all over.

**C+** "BOOM BOOM POLKA" (2:13)  
The lads lean into a belting instrumental treatment of an inviting and lively polka number. The piece is happy and full of rhythm.

THE NORMANAIRE  
(Seger 7008; 45-7008)

**B** "EVERY DAY I FALL IN LOVE" (2:30)  
The Normanaire unite with Fred Norman and his ork and together they lilt through an interesting jump oldie. Their harmony is terrific.

**B** "LITTLE RED HEN" (2:45)  
A hen crows an opening to a cute jump bounce that the group eases through in a polished manner. Their sound is fine with the female lead handling the tune fittingly.

DICKIE VALENTINE  
(London 1325; 45-1325)

**C+** "BROKEN WINGS" (2:34)  
[Shapiro Bernstein Inc.] Dickie Valentine sends, in a tender and caressing manner, a pretty ballad that's heart warming. The full strings of Roland Shaw's ork set up the background.

**B** "ALL THE TIME AND EVERYWHERE" (2:39)  
[Santley Joy] The lad's voice sounds more impressive on this half as he wends his way through a most pleasing tune. He puts a great deal of feeling into this love song.

DOLLY DAWN  
(Jubilee 6036; 45-6036)

**B+** "OODLE-I-AY" (2:59)  
[Goday Music] Dolly Dawn warbles in her pert and convincing manner, a tender little tune with a Scotch-Irish folk flavor to it. The chorus and orchestra accompany the thrush in a soft pleasing manner. Could happen.

**B** "IT'S TOO SOON TO KNOW" (2:43)  
[Morris Music] With Sid Bass and his crew backing on this deck, Dolly gives out with a feelingful vocal of an oldie with a lovely melody and lyric set up. Top flight vocaling.

## THE CASH BOX DISK OF THE WEEK

"I'M WALKING BEHIND YOU" (3:04) [Leeds Music]  
"JUST ANOTHER POLKA" (2:11)  
[Frank Music]  
EDDIE FISHER  
(RCA Victor 20-5293; 47-5293)



EDDIE FISHER

● Eddie Fisher who is reported to have broken all previous records with his opening at the N. Y. Paramount Theatre, could do the same with his lovely version of the ballad, "I'm Walking Behind You". He delivers the tune in his straight forward real manner that needs no description. It's a sure hit. The superb backing is by Hugo Winterhalter. One listen to the other half tells you that this could be another two sided smash for Eddie. "Just Another Polka" is a lively polka item that is something different for the lad. His fans are sure to go wild about both ends.

"JUST ANOTHER POLKA" (2:39)  
[Frank Music]  
"MY DEAREST, MY DARLING" (3:05) [Hill & Range Songs]  
JO STAFFORD  
(Columbia 40000; 4-40000)



JO STAFFORD

● The versatile and talented Jo Stafford shows her ability to do any kind of song and do it in top notch form by belting out a rousing polka tagged "Just Another Polka". The tune and words are both great, and the way Jo sings the word "daancin'" is hilarious. She really freshens up a song that could sweep the nation. The thrush is her own top flight self on the other lid tagged "My Dearest, My Darling". She packs a load of feeling into a tune with the same folksy approach as "Keep It A Secret." They're two grade A sides each of which should do wonderfully in its own right.

ANN LEAF AT MINSHALL ORGAN  
(King 1196; 45-1196)

**B** "IN A LITTLE SPANISH TOWN" (2:33)  
[Feist Music] Ann sends up a pretty waltz version of a wonderfully melodic tune as she glides along at the organ. She picks up the tempo to a Latin beat and then a jump. Solid listening.

**C+** "TAMBO" (2:30)  
[Lois Music] A fast moving bouncer to a familiar Mozart melody really dances along under the controls of Ann. The presentation is a juicy acquisition for organ fans.

JEAN PERRY & TED HERBERT ORCH.  
(Marvel 10505; 45-10505)

**B** "TOO MANY PARTIES" (2:29)  
[Feist Music] A pretty waltz item in the sentimental vein is pertly voiced by the sweet Jean Perry voice. The pleasing arrangement is smoothly orked by Ted Herbert's ork.

**B** "WRITTEN GUARANTEE" (2:30)  
[Alamo Music] Jean zips it up on this end as she gives her all on a novelty jump item. The thrush and ork do very well together with a piece that's perfect for hoofing.

## THE CASH BOX BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

- |                                  |                    |                         |
|----------------------------------|--------------------|-------------------------|
| ★ "DANGER"                       | Johnny Desmond     | Coral 60978; 9-60978    |
| ★ "JUST ANOTHER POLKA"           | Richard Hayes      | Mercury Records         |
| ★ "OODLE-I-AY"                   | Dolly Dawn         | Jubilee 6036; 45-6036   |
| ★ "A PUPPET ON A STRING"         | Fran Warren        | MGM 11481; K-11481      |
| ★ "TAKE THE CHAINS THAT BIND ME" | Tommy Edwards      | MGM 11485; K-11485      |
| ★ "ORIENTAL POLKA"               | Mitch Miller Orch. | Columbia 39982; 4-39982 |
| ★ "MISIRLOU"                     | Lean Berry         | Dot 15063; 45-15063     |
| ★ "WHEN A WOMAN LOVES A MAN"     | Marie Rapp         | Seger 7009; 45-7009     |

SONNY CURTIS  
(Coral 60954; 9-60954)

**B** "FOREVER YOURS" (2:56)  
[Belasco & Shelley-Copyright owners] A full and strong introduction leads into a pleasing vocal portrayal of a pretty ballad by Sonny Curtis with the Don Costa ork assisting.

**B** "SOMEDAY YOU'RE GONNA BE SORRY" (2:51)  
[Jack Gold Music] The songster shows his talent on this deck as he warbles another pretty romantic item. The results are pleasing.

JOHNNY DESMOND  
(Coral 60978; 9-60978)

**B+** "DANGER" (3:07)  
[George Paxton Music] An eerie emotional type of number set to the theme music from the mystery television program "Danger" gets a potent reading from Johnny Desmond. The Latin like tempo helps color the side. Real different. It looks like the big one Johnny's been waiting for.

**C+** "THE JAPANESE SANDMAN" (2:27)  
[Remick Music] Tony Mottola's Quartet backs the artist on this half too as he jumps through an oriental sounding novelty. Interesting.

BETTY CLOONEY  
(Round 101; 45-101)

**B** "AN ONION AND YOU" (2:07)  
[Adventure Music] A novel ditty with a cute bounce is voiced by Betty Clooney. The cute tune and lyrics could catch on with all the publicity the song has had.

**C** "YOU'RE THE ONE" (2:28)  
[Adventure Music] The sentimentality in the thrush's voice comes across as she glides through a pleasing ballad. Dick Jacobs and his men do the backing.

JIMMY YOUNG  
(London 1315; 45-1315)

**B** "I'M NOT VERY LUCKY" (2:37)  
[Box & Cox] Jimmy Young has a strikingly mellow and wonderfully well controlled voice as he glides over a sentimental ballad with a lovely tune. The artist can really put over a song. Ron Goodwin assists.

**B** "DANCIN' WITH SOMEONE" (2:30)  
[Valando Music] Roland Shaw's ork backs Jimmy on this lovely current waltz ballad that's making a bid for top honors. Jimmy's side should get spins although it's a bit too late to be the "it" record.

MARIE RAPP  
(Seger 7009; 45-7009)

**B+** "WHEN A WOMAN LOVES A MAN" (2:38)  
Marie Rapp gives out with a sexy vocal in her sultry and stylish manner of singing. The bluesy number is real mood music that could catch on and make noise.

**C+** "WHEN I'M WITH YOU" (2:33)  
Ellis Larkins and the Trio give the thrush a romantic night club setting as she tells a sad story in a sentimental manner.





*Records*

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*and*

**"YOU SHOULDN'T  
HAVE KISSED  
ME THE  
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# RECORD REVIEWS

ⓐ DISK & SLEEPER

ⓑ EXCELLENT

ⓑ VERY GOOD

ⓐ GOOD

ⓐ FAIR

ⓐ MEDIOCRE

**TOMMY REYNOLDS'**  
**SHUFFLE RHYTHM ORCH.**  
(Derby 822; 45-822)

**B+** "MY GAL SAL" (2:30) [E. B. Marks] Tommy Reynolds who really does wonders with his ork follows his usual form by giving out with a sock rhythm orking on a terrific standard. It's a natural for the jitterbugs.

**B** "7:20 IN THE BOOKS" (2:36) [Robbins Music] Bon Bon takes on the vocal chores on this jump item that comes across solidly. The Reynolds ork is gonna be big with wax offerings like these.

**RICHARD HAYES**  
(Mercury Records)

**B+** "JUST ANOTHER POLKA" (2:30) [Frank Music] Richard Hayes looks like he has a clicker in a rousing and an exciting novelty polka item that could catch the country by storm. The tune is terrific and a real European backing adds thrills and color. Could be tremendous for the lad.

**B** "TRUST ME" (2:37) With a vocal group setting up a rhythmic toe tapping tempo, Dick leans into a lilting tormented ballad that he puts over with oomph. This side carries a pack of punch too. The rhythm is solid.

**ED CURRY**  
(Arcade 110; 45-110)

**C** "WHAT DO YOU THINK" (2:35) [Mills Music] Ed Curry does some chanting on a slow ballad with the support of Ted Forrest's Quintet setting up a crude rhythm and harmony backing. Ed has a fine tone.

**D** "NOW THAT YOU KNOW" (2:30) [Myers Music] Here the group teams up once again to slowly deliver a romantic love song.

**GEORGIE'S TAVERN BAND**  
(Decca 28640; 9-28640)

**B** "THE DAILY DOUBLE POLKA" (2:03) [Raze Music] A cute novelty polka full of bounce and vigor is shocked out by Georgie's Tavern Band with the Three Bartenders handling the vocal chores. An amusing side that should get lots of spins.

**C+** "DEEP IN THE CELLAR" (2:26) [Algonquin Music] Bob and the Bartenders live it up again and happily bounce through another rousing polka item. This and the top portions should go solid where the folks take to polka music.

**LEON BERRY AT HUB RINK ORGAN**  
(Dot 15063; 45-15063)

**B+** "MISIRLOU" (2:26) A really fabulous sound is sent out by Leon Berry at the Hub Roller Skating Rink's pipe organ on the great standard "Misirlou." The snake charming like sound is mystifying and creates a fabulous mood. Could happen.

**C+** "THE SORCERER TANGO" (2:24) The top grade organist does an absolutely tantalizing job on a sultry tango. The tempo and weird resounding sound of the vast roller rink makes for good listening.

## THE CASH BOX SLEEPER OF THE WEEK

"THE BREEZE" (2:35) [Leeds Music]  
"I CAN'T LOVE YOU ANYMORE" (2:37) [Leeds Music]

TRUDY RICHARDS & EDDIE WILCOX ORCH.  
(Derby 823; 45-823)



TRUDY RICHARDS

● Operators all over the country have been trying to get the Kay Starr version of "The Breeze" for

their boxes. While all the requests were coming in, Eddie Wilcox set up an identical arrangement for Trudy Richards on Derby and the results are absolutely amazing. Anyone unaware of the events would swear that the vocalist on this platter was Kay Starr. Trudy has a terrific voice and she gives out with everything on this stellar platter. The Wilcox ork in the backdrop is tops. "I Can't Love You Anymore" is the dubbing on the flip end that features Trudy on a moderate tempo ballad. She does a pretty job of putting across the song in a warm and convincing manner. The top half should give Trudy a big name. It's a natural to catch loot.

"THE HO HO SONG"  
(2:37)  
[Arbee Music]

RED BUTTONS  
(Columbia 39981; 4-39981)



RED BUTTONS

● After struggling for years as most comedians do, Red Buttons was finally noticed and he got his

"STRANGE THINGS ARE  
HAPPENING" (2:30)  
[Elliot Music]

big break with his own TV show on CBS. When luck turned his way, so did millions of television fans all over the country. His comical "Ho Ho's" and "Hee Hee's," and other expressions like "Strange Things Are Happening" and "I Don't Like You" have all become household words. The young comedian puts all of his funny talk onto the two sides of his record "The Ho Ho Song" and "Strange Things Are Happening." With Elliot Lawrence and his ork in the backdrop, the two sided novelty bouncer could catch on and become a big hit. The melody on either end is cute and Red's fans oughta take to the platter in a big way. The novelty should catch coins in the boxes too.

"PIZZA POLKA" (2:13)

MAE WILLIAMS  
(Tempo 1292; 45-1292)



MAE WILLIAMS

● It looks like the polka rage may be taking the country. The Tempo label sends up a strong con-

"OH BROTHER!" (2:24)  
[Bourne]

tender for polka honors in Mae Williams' exciting new novelty, "Pizza Polka." Her voice is lively and the lyrics are rib tickling. All types of Italian foods are mentioned in the comical happy item. The backdrop support by Bill Heathcock and his ork is full of zip and vigor. The side really moves and everyone seems to be having a grand time. The thrush slows up on the lower lid and puts feeling into a sultry number which she sends up in a low sexy voice. "Oh Brother!" shows the versatility and talent in the thrush's chirping. She puts a pack of oomph into the smooth delivery. Both sides have it.

**BENNY GOODMAN ORCHESTRA**  
(Columbia 39976; 4-39976)

**B** "WHAT A LITTLE MOON-LIGHT CAN DO" (3:33) [Harms Inc.] That great rhythm sound of Benny Goodman's crew is back again on a solid jump orking with the fine thrush, Helen Ward, handling the vocal. Benny's tooting on the stick is top grade.

**C+** "I'LL NEVER SAY 'NEVER AGAIN' AGAIN" (2:57) [Bregman, Vocco & Conn] Helen and Benny each do another smooth performance in a light and pleasing manner. This side jumps along at a quick pace.

**LEO FULD**  
(Mercury 70120; 70120 x 45)

**B** "ZIGANY MELODY" (2:55) [B & F Music] Leo Fuld goes all out on an interesting number that he belts out both in English and Yiddish. Grisha Farfel does some fitting trumpeting on this fast moving piece that has a limited appeal. Great in right locations.

**C+** "YAASS" (2:00) [Southern Music] With Bruce Campbell and the ork setting the mood, the artist tells a story in a cantorial manner and jumps into an exciting Hora tempo. Both sides should go solid in the right spots.

**TOMMY EDWARDS**  
(MGM 11485; K-11485)

**B+** "TAKE THE CHAINS FROM MY HEART" (3:01) [Milene Music] Tommy Edwards does a top notch job in his own soft and warm manner of delivering a lovely tender ballad. The tune is sensational and the treatment ultra pretty.

**C+** "PAGING MISTER JACKSON" (2:46) [Beacon Music] LeRoy Holmes' ork molds a jump beat for Tommy's waxing of a novelty jomp. The number that has a blues feeling lilts along happily.

**ELAINE CARVEL**  
(Mercury 70122; 70122 x 45)

**B** "LOVED AND LOST" (2:40) [Mills Music] The fine new voice of Elaine Carvel shows all its color on her first release for the label as she gives spirit and sex to a sultry tango. She has a strength to her voice that appeals.

**C+** "THEN SOMETHING HAPPENED TO ME" (2:49) [Fredrick Music] Dick Shores gives the chirp a fine setting for her to cruise on a soft and sentimental ballad. The tune is kind of heavy.

**FRAN WARREN**  
(MGM 11481; K-11481)

**B+** "A PUPPET ON A STRING" (2:40) [Hyde Park Music] Fran Warren who is doing such a bang-up job at New York's Palace delivers in her talented manner a pretty tune with lovely lyrics and a fine melody. This one might happen for the lass.

**B** "I CHALLENGE YOU" (3:23) The thrush gives out with another pretty number that has a pleasing and heart-felt treatment. This dream-dusted ballad is a fitting kin side.





# THE BREEZE

THAT'S BLOWING  
UP A STORM

**TRUDY  
RICHARDS**

with Orchestra Under Direction of

***EDDIE WILCOX***

SINGING

# “THE BREEZE”

(THAT'S BRINGING MY HONEY BACK TO ME)

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**"ROUND THE WAX CIRCLE"**

**NEW YORK:**

Larry Newton of Derby looks like he really hit it with Trudy Richards' version of "The Breeze". Both Larry and Trudy are off on a dj and operator tour that will go as far west as St. Louis to promote the disk. . . . Peggy Lee has done so well that at her La Vie En Rose engagement, that her original two-week contract has been extended to seven. . . . Sammy Kaye is planning a new feature on his TV show to be called "The Record Story". It will deal with the background of Sammy's records that have reached a million or more. . . . Bob Holley has joined the ad firm of Laughlin, Wilson, Baxter & Persons. Bob, who had several clients among record artists, will continue to supervise

their accounts. . . . It's a girl, their second, for the Paul Browns. Pop's the ace record exploiter. . . . Lori Taylor, Brooklyn songstress has been signed by Sidney Ascher to a personal management contract. A national buildup is in the offing. . . . It's reported that Seger Records is negotiating with Margaret O'Brien for a record deal. . . . Jeri Southern, who just completed a five-week engagement at the Black Orchid in Chicago, went back into the room for three days to pinch hit for Harry Belafonte who had a throat ailment. . . . Henry Okun has taken on Dolly Dawn for record promotion, plugging her current Jubilee disk "Oodle-I-Ay". . . . Hy Reiter, director of promotion at BMI, on his way to the coast, taking along the very valuable manuscripts of original songs which will be exhibited at the Broadcasters Convention at the Biltmore Hotel in L.A. . . . The Four Aces revealed at their terrific showing at the Stagecoach Inn in Hackensack, N. J. that they will return to the Paramount Theater in N. Y. in May. . . . Marvel Records has gone into a second pressing for "Too Many Parties" and "A Written Guarantee". . . . Fred Lowery, former whistler, going into the record promotion business. He'll be assisted by Harold Lee, former contact man.



FOUR ACES

**CHICAGO:**

Jolsonvoiced Norman Brooks got his big break this past weekend when Lou Irwin flew in from Holleewood and signed the kid to a contract while Norman was singing in Milwaukee. Dynamic Lou phoned us at home to advise that he got all excited over the boy when he read about him in Cash Box and when, especially, found last week's Front Cover of The Cash Box completely devoted to "Mr. Sunshine". Norman will next appear in a movie, according to Lou. And, knowing Lou, this is but the first start on the road to 'way up on top. In fact, when Lou phoned, he advised he hadn't yet had any sleep at all, was going to try and get in a few hours of shuteye, since he was flying back to Holleewood at 3 in the Monday dawning. "But", said Lou, "I'm happy. The kid's just as great as you guys at The Cash Box said he was." . . . Hear that when Harry Meyerson was in town he was in a hush-hush session with Lou Douglas. And, oh, yes, a gal called Joni James. Over at Universal. . . . Tip off to us is to listen to Bea Gardee's four sides she cut for Decca. . . . Herb Kessler postcards from Nashville, "The Four Aces are here on a recording session. Everything great". . . . Someone popped up with an oldie the other day they claim's a 'natural' for Eileen Barton. . . . Chi song boys advise that Barney Ross' spot in Holleewood (cross the street from NBC) is becoming meeting place for all Chicago guys. (Aside: Good luck, Barney.) . . . Heard too many times at Mike Fritzel's: "So where's all the royalties?" . . . Spring-time packages to follow the great new BG ork along the same trail: Frankie Laine, Vic Damone, Frank Sinatra, Tony Martin, Don Cornell, Doris Day, Patti Page, Teresa Brewer, Dinah Shore and Sunny Gale. A cleanup! . . . Cocktail party this past week (4/14) for Al Saber and his first diskeroo, "Love Me, Love Me", at gesteruin', jumpin' Lynn Burton's Steak House by new Master label and Bud Brandom. Ssssgooooo-timehadbyall. . . . Ernie Rudy, formerly of Sammy Kaye's ork, opened at the Melody Mill with his own ork. Very good, too. . . . Artie Shaw pilin' in for a one niter 5/22. . . . Wanna see a jammed house? Johnny Bomba's "Polka Night" at the Trianon. . . . Dick Jurgens pleasin' 'em at the Aragon. . . . Buddy DiVito opens at the Silver Cloud. . . . David LeWinter did a commercial with over 20 men which should be sold as a single.



NORMAN BROOKS

**LOS ANGELES:**

One of the biggest pop disks to break in a long time is the indie "Say You're Mine Again", recorded by the Three Dons and Ginny Greer on Allied Records. Tune has every major plattery in the country rushing wax. . . . Gordon Wolf's Sunland distrib firm maintains its hit streak with another one in the top ten lists via Silvana Mangano's "Anna" on MGM. . . . Hear tell there's a move afoot among several indie labels to go back to the old \$1.05 price. . . . Glenn Wallichs, Capitol prexy, skied to Denver for the opening of Boyd Distributing Co.'s new offices. . . . Hal Cook, national sales chief for the Cap firm, due at the West Coast offices momentarily. . . . Benny Strong opening at the Ambassador a huge success, with thrush Lucienne Boyer sharing the spotlight. . . . Russ Morgan follows the Harry James gang into the Palladium. . . . It's possible that some of those fabulous Las Vegas prices being tossed around are more talk than reality. . . . Dave Lee—the Sonny Boy of Al Jolson fame, is preparing a nitery act. . . . Doris Day set for a Broadway musical tagged "Lucky Me". . . . We don't know a soul who dares leave the TV screen come Monday night. Whatta CBS lineup. . . . Pert Teresa Brewer working over at Paramount Pictures in the "Seattle" extravaganza. You'd never know she has a brood of her own, with that school-girl look. . . . Capitol Records, one of the strongest of the majors in the long hair field, with Cetra-Soria, the Pittsburgh, Indianapolis and St. Louis Symphony orks etching under their banner. . . . Could New Orleans be replacing some of the other met cities as the citadel of music? Tons of a & r men alwavs at the Jung Hotel down thar. . . . Can't wait for the Benny Goodman caravan to roll into town. And we're not alone in that.



TERESA BREWER



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# "CASH BOX" ON THE AIR

Here Is A Revised List of Disk Jockies, Librarians And Program Directors throughout the United States Who Use "The Cash Box" As A Guide And Source For The Nation's Top Records

These DJs And Radio Stations Literally Represent A  
**NETWORK OF PLUGS**  
For Records Which Make "The Cash Box" Charts

New Disk Jockies Will Be Added In Subsequent Issues

D.J.	STATION	CITY
BOB ANDREWS	WKNB	New Britain, Conn.
MARTIN BLOCH	WNEW	New York City
MR. BLUES	WNJR	Newark, N. J.
ED BONNER	KXOK	St. Louis, Mo.
GENE BOUCHIER	KCOM	Sioux City, Iowa
HANK BOURCHARD	WWON	Woonsocket, R. I.
JIM BOYD	WFAA	Dallas, Tex.
BUD BRES	WPNB	Phila., Pa.
PAUL BRENNER	WAAT	Newark, N. J.
PHIL BRITO	WKAT	Miami Beach, Fla.
PAUL E. X. BROWN	WERD	Atlanta, Ga.
HARRY BURGE	WQAM	Miami, Fla.
BOB CHAMBERS	WEBK	Tampa, Fla.
FRED COLE	WHDH	Boston, Mass.
NOBLE CREW	KOLO	Reno, Nev.
JOE DABOUL	WJKO	Springfield, Mass.
REX DALE	WCKY	Cincinnati, Ohio
BUDDY DEANE	WITH	Baltimore, Md.
RAY DRURY	WSPR	Springfield, Mass.
DICK ELLIOTT	WCFL	Chicago, Ill.
ART FORD	WNEW	New York City
DAVE GENTRY	WBNL	Boonville, Ind.
ED HOGAN	WFAA	Dallas, Tex.
BOB HOLMES	WKBS	Oyster Bay, N. Y.
EDDIE HUBBARD	WIND	Chicago, Ill.
TED JOHNSON	WNVJ	Newark, N. J.
DICK KARNOW	WGSM	Long Island, N. Y.
ARTY KAY	WVLC	Lexington, Ken.
JERRY KAY	WWEZ	New Orleans, La.
BARRY KAYE	WMIE	Miami, Fla.
BRAD LACY	WKXL	Concord, N. H.
JACK LACY	WINS	New York City
JERE LAIRD	KOLO	Reno, Nev.
BOB LARSEN	WEMP	Milwaukee, Wisc.
LEE & LORRAINE	WINZ	Miami, Fla.
GARY LESTERS	WVNJ	Newark, N. J.
BOB E. LLOYD	WAVZ	New Haven, Conn.
JACK LOWE	WOL	Washington, D. C.
BERNARD MALCOM	WLNA	Peekskill, N. Y.
JERRY MARSHAL	WNEW	New York City
ED MEATH	WHEC	Rochester, N. Y.
HOWARD MILLER	WIND	Chicago, Ill.
STAN PAT	WTNJ	Trenton, N. J.
DICK PIPER	WKBR	Manchester, N. H.
MARTY ROSE	WOKO	Albany, N. Y.
BILL RUFF	KOLO	Reno, Nev.
DICK SHERBAHN	WLAN	Lancaster, Pa.
LEN SHERMAN	KOLO	Reno, Nev.
BILL SILBERT	WABD Channel 5)	New York City
ROSS SMITHERMAN	WHBS	Huntsville, Ala.
BILLY "THE KID" STANLEY	WNOE	New Orleans, La.
BOB STEVENS	WYCG	Coral Gables, Fla.
ART TACKER	WCRB	Waltham, Mass.
CLAUDE TAYLOR	WMBR	Jacksonville, Fla.
CHUCK THOMPSON	WFOR	Hattiesburg, Miss.
DON TIBBETTS	WFEA-CBS	Manchester, N. H.
PETE WARD	WCCM	Lawrence, Mass.
BOB WATSON	WSB	Atlanta, Ga.
DICK WEBB	WIVY	Jacksonville, Fla.
GENE WHITAKER	WREV	Reidsville, N. C.
JOHNNY WILCOX	KBOL	Boulder, Colo.
WILLIE & RAY	WHOM	New York, N. Y.
BUD WILSON	WKBR	Manchester, N. H.
DICK WRIGHT	WMUR	Manchester, N. H.
JOHN WRISLEY	WSAV	Savannah, Ga.

## THE CASH BOX



Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending April 18 without any changes on the part of THE CASH BOX.

### Bill Reynolds

WTMJ—Milwaukee, Wis.

1. Caravan (Ralph Marterie)
2. How Much Is That Doggie In The Window (Patti Page)
3. April In Portugal (F. Martin)
4. Ruby (Richard Hayman)
5. Anna (Silvana Mangano)
6. I Believe (Frankie Laine)
7. Ramona (Gaylords)
8. Tell Me A Story (Laine-Boyd)
9. Seven Lonely Days (G. Gibbs)
10. Song From Moulin Rouge (Percy Faith)

### John Wrisley

WSAV—Savannah, Ga.

1. I Believe (Jane Froman)
2. Your Cheatin' Heart (J. James)
3. No Help Wanted (R. Draper)
4. Side By Side (Kay Starr)
5. Pretend (Nat "King" Cole)
6. Red Canary (Wood-Cole)
7. Wild Horses (Perry Como)
8. How Do You Speak To An Angel (Gordon MacRae)
9. Pour Me A Glass Of Tears (Billy Williams Quart.)
10. A Fool Such As I (Stafford)

### Tal Hood

WFGM—Fitchburg, Mass.

1. Anna (Silvana Mangano)
2. I'm Sitting On Top Of The World (Paul-Ford)
3. High School (Four Chicks and a Chuck)
4. Tell Me A Story (Laine-Boyd)
5. Love Mood (Richard Hayman)
6. Red Canary (Vince Fiorino)
7. Dancin' With Someone (Teresa Brewer)
8. Ecstasy Tango (Sidney Torch)
9. Big Mamou (Peter Hanley)
10. Ramona (Gaylords)

### Paul Flanagan

WTRY—Troy, N. Y.

1. Tell Me A Story (Laine-Boyd)
2. I Believe (Frankie Laine)
3. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
4. How Much Is That Doggie In The Window (Patti Page)
5. Somebody Stole My Gal (Johnnie Ray)
6. Your Cheatin' Heart (J. James)
7. Till I Waltz Again With You (Teresa Brewer)
8. Ruby (Low Douglas)
9. Wild Horses (Perry Como)
10. Anna (Silvana Mangano)

### Pat Chamburs

WFLA—Tampa, Fla.

1. Ruby (Richard Hayman)
2. Somebody Stole My Gal (Johnnie Ray)
3. Hot Toddy (Ralph Flanagan)
4. Mexico (Ken Remo)
5. Little Red Monkey (Harmoncats)
6. I Believe (Frankie Laine)
7. Anna (Silvana Mangano)
8. Anywhere I Wander (Tony Bennett)
9. The Breeze (Kay Starr)
10. Rachel (Artie Wayne)

### Ed Meath

WHEC—Rochester, N. Y.

1. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
2. How Much Is That Doggie In The Window (Patti Page)
3. Pretend (Nat "King" Cole)
4. Hello Sunshine (N. Brooks)
5. Wild Horses (Perry Como)
6. I Believe (Frankie Laine)
7. Somebody Stole My Gal (Johnnie Ray)
8. Ruby (Richard Hayman)
9. Goodbye, Charlie, Goodbye (Karen Chandler)
10. Till I Waltz Again With You (Teresa Brewer)

### Al Ross

WBAL—Baltimore, Md.

1. How Much Is That Doggie In The Window (Patti Page)
2. Pretend (Nat "King" Cole)
3. Till I Waltz Again With You (Teresa Brewer)
4. Don't Let The Stars Get In Your Eyes (Perry Como)
5. Song From Moulin Rouge (Percy Faith)
6. Your Cheatin' Heart (J. James)
7. Andwhere I Wander (La Rosa)
8. I'm Sitting On Top Of The World (Paul-Ford)
9. Wild Horses (Perry Como)
10. Caravan (Ralph Marterie)

### Bob Harris

KFRE—Fresno, Calif.

1. How Much Is That Doggie In The Window (Patti Page)
2. Side By Side (Kay Starr)
3. Your Cheatin' Heart (J. James)
4. April In Portugal (Les Baxter)
5. Pretend (Nat "King" Cole)
6. Tell Me You're Mine (The Gaylords)
7. I Believe (Frankie Laine)
8. Anywhere I Wander (La Rosa)
9. Caravan (Ralph Marterie)
10. Wild Horses (Perry Como)

### Norb Moore

KXLW—St. Louis, Mo.

1. Coquette (Billy Eckstine)
2. Can't I (Nat "King" Cole)
3. Twice As Much (Mills Bros.)
4. I Believe (Frankie Laine)
5. Twilight Time (J. Maddox)
6. Hot Toddy (Ralph Flanagan)
7. Gomen-Nasai (Eddy Howard)
8. April In Portugal (Hayman)
9. I'm Sitting On Top Of The World (Paul-Ford)
10. Hello Sunshine (N. Brooks)

### Bob Drews

WAAF—Chicago, Ill.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Your Cheatin' Heart (J. James)
4. Caravan (Ralph Marterie)
5. Pretend (Nat "King" Cole)
6. No Help Wanted (R. Draper)
7. Song From Moulin Rouge (Percy Faith)
8. Seven Lonely Days (G. Gibbs)
9. Wild Horses (Perry Como)
10. Unhappy Day (Homer & Jethro)

### Art Hellyer

WMAQ—Chicago, Ill.

1. I Believe (Frankie Laine)
2. Sweet Thing (Dinah Shore)
3. I'm Sitting On Top Of The World (Paul-Ford)
4. Ruby (Les Brown)
5. How Much Is That Doggie In The Window (Patti Page)
6. Side By Side (Kay Starr)
7. I Confess (Perry Como)
8. Till I Waltz Again With You (Teresa Brewer)
9. April In Portugal (F. Martin)
10. Song From Moulin Rouge (Percy Faith)

### Alex Cooper

KLAC—Hollywood, Calif.

1. Gomen-Nasai (R. Bowers)
2. Side By Side (Kay Starr)
3. Glow Worm (Mills Bros.)
4. Wild Horses (Perry Como)
5. Tell Me You're Mine (The Gaylords)
6. How Much Is That Doggie In The Window (Patti Page)
7. Hot Toddy (Ralph Flanagan)
8. Without My Lover (M. Miller)
9. Ramona (Les Brown)
10. Why Don't You Believe Me (Joni James)

### Tom Finn

WSPD—Toledo, Ohio

1. I Believe (Frankie Laine)
2. How Much Is That Doggie In The Window (Patti Page)
3. Ruby (Richard Hayman)
4. Say It With Your Heart (Bob Carroll)
5. He Who Has Love (Four Lads)
6. Less Than Tomorrow (Hamish Menzies)
7. April In Portugal (Les Baxter)
8. Can't I (Cole & May)
9. Spinning A Web (Gaylords)
10. I'm The King Of Broken Hearts (Tony Bennett)

### Edw. Sawtell

WJLB—Detroit, Mich.

1. I Believe (Frankie Laine)
2. Less Than Tomorrow (Hamish Menzies)
3. Big Mamou (Pete Hanley)
4. How Much Is That Doggie In The Window (Patti Page)
5. Your Cheatin' Heart (J. James)
6. Caravan (Ralph Marterie)
7. I'm Sitting On Top Of The World (Paul-Ford)
8. You Let My Love Get Cold (Peggy Lee)
9. I Had The Craziest Dream (The Skylarks)
10. Can't I (Nat "King" Cole)

### Bill Hyden

KVOO—Tulsa, Okla.

1. How Much Is That Doggie In The Window (Patti Page)
2. Till I Waltz Again With You (Teresa Brewer)
3. Pretend (Nat "King" Cole)
4. Hot Toddy (Ralph Flanagan)
5. Downhearted (Eddie Fisher)
6. Your Cheatin' Heart (J. James)
7. Wild Horses (Perry Como)
8. Oh Happy Day (Four Knights)
9. I Believe (Frankie Laine)
10. Side By Side (Kay Starr)

### Gene Whitaker

WREV—Reidsville, N. C.

1. Your Cheatin' Heart (J. James)
2. Till I Waltz Again With You (Teresa Brewer)
3. Side By Side (Kay Starr)
4. Tell Me You're Mine (The Gaylords)
5. How Much Is That Doggie In The Window (Patti Page)
6. Wild Horses (Perry Como)
7. This Is Heaven (J. La Rosa)
8. Hot Toddy (Ralph Flanagan)
9. Can't I (Cole & May)
10. Coquette (Billy Eckstine)

### Earle Pudney

WGY—Schenectady, N. Y.

1. Can't I (Nat "King" Cole)
2. How Much Is That Doggie In The Window (Patti Page)
3. Hot Toddy (Ralph Flanagan)
4. Pretend (Nat "King" Cole)
5. Caravan (Ralph Marterie)
6. The Golden Years (T. Martin)
7. Hush-A-Bye (Bing Crosby)
8. Side By Side (Kay Starr)
9. Somebody Stole My Gal (Johnnie Ray)
10. The Nearness Of You (Bob Manning)

### Norm Prescott

WORL—Boston, Mass.

1. Tell Me A Story (Laine-Boyd)
2. I Believe (Jane Froman)
3. And The Bull Walked Around, Olay (Richard Hayes)
4. I'm The King Of Broken Hearts (Tony Bennett)
5. Somebody Stole My Gal (Johnnie Ray)
6. Ruby (Richard Hayman)
7. Ohio (Danny Winchell)
8. Red Canary (Florian Zabach)
9. Big Mamou (Peter Hanley)
10. Song From Moulin Rouge (Mantovani)

### Murray Jordan

WLJB—New York, N. Y.

1. I'm Sitting On Top Of The World (Paul-Ford)
2. Your Cheatin' Heart (J. James)
3. Wild Horses (Perry Como)
4. Hello Sunshine (N. Brooks)
5. Song From Moulin Rouge (Percy Faith)
6. Can't I (Ames Bros.)
7. I Believe (Frankie Laine)
8. You Fooled Me (Four Aces)
9. I'm The King Of Broken Hearts (Tony Bennett)
10. Seven Lonely Days (G. Gibbs)

### Rod Loudon

KPOJ—Portland, Ore.

1. Tell Me You're Mine (The Gaylords)
2. How Much Is That Doggie In The Window (Patti Page)
3. Till I Waltz Again With You (Teresa Brewer)
4. I Believe (Frankie Laine)
5. Pretend (Ralph Marterie)
6. Don't Let The Stars Get In Your Eyes (Perry Como)
7. Your Cheatin' Heart (J. James)
8. Side By Side (Kay Starr)
9. Wild Horses (Perry Como)
10. Without My Lover (Stafford)

### Jim Shannon

KQV—Pittsburgh, Pa.

1. Song From Moulin Rouge (Percy Faith)
2. The Magic Touch (Hugo Winterhalter)
3. Less Than Tomorrow (Hamish Menzies)
4. Pour Me A Glass Of Tears (Billy Williams Quart.)
5. I'll Be Hangin' Around (Russ Morgan)
6. New Juke Box Saturday Night (Modernaires)
7. Ruby (Richard Hayman)
8. Moving Away (Lu A. Simms)
9. Big Mamou (Pete Hanley)
10. Goodbye, Charlie, Goodbye (Karen Chandler)



## THE CASH BOX

Disk Jockeys'  
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending April 18 without any changes on the part of THE CASH BOX.

**Chuck Norman**  
WIL—St. Louis, Mo.

1. I'm Sitting On Top Of The World (Paul Ford)
2. Hot Toddy (Ralph Flanagan)
3. Can't I (Nat "King" Cole)
4. Your Cheatin' Heart (J. James)
5. I Believe (Frankie Laine)
6. Coquette (Billy Eckstine)
7. Magic Touch (H. Winterhalter)
8. Ruby (Richard Hayman)
9. Tell Me You're Mine (The Gaylords)
10. Sweet Thing (Dinah Shore)

**Joe Monroe**  
KENT—Shreveport, La.

1. Big Mamou (Pete Hanley)
2. Tell Me A Story (Laine-Boyd)
3. I Believe (Frankie Laine)
4. Lonely Eyes (V. Monroe)
5. Less Than Tomorrow (Hamish Menzies)
6. Your Cheatin' Heart (F. Laine)
7. Pretend (Nat "King" Cole)
8. Yokohama Mama (Harry Kari)
9. My Jealous Eyes (Patti Page)
10. Till I Waltz Again With You (Russ Morgan)

**Oil Wells**
**WHB—Kansas City, Mo.**

1. How Much Is That Doggie In The Window (Patti Page)
2. Pretend (Nat "King" Cole)
3. Your Cheatin' Heart (J. James)
4. Tell Me You're Mine (The Gaylords)
5. Tell Me A Story (Laine-Boyd)
6. I Believe (Frankie Laine)
7. Till I Waltz Again With You (Teresa Brewer)
8. Side By Side (Kay Starr)
9. Hot Toddy (Ralph Flanagan)
10. Wild Horses (Perry Como)

**John Van**
**WCAR—Pontiac, Mich.**

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Hello Sunshine (N. Brooks)
4. Caravan (Ralph Marterie)
5. Say It With Your Heart (Bob Carroll)
6. Your Cheatin' Heart (J. James)
7. No Help Wanted (R. Draper)
8. Song From Moulin Rouge (Percy Faith)
9. April In Portugal (Les Baxter)
10. The Nearness Of You (Bob Manning)

**Ted Brown**
**WMGM—New York, N. Y.**

1. He Who Has Love (Four Lads)
2. The Nearness Of You (Bob Manning)
3. Ohio (Danny Winchell)
4. Noah (Kay Starr)
5. Dancin' With Someone (Teresa Brewer)
6. Is It Any Wonder (J. James)
7. I'm The King Of Broken Hearts (Tony Bennett)
8. Song From Moulin Rouge (Mantovani)
9. Ruby (Richard Hayman)
10. Caravan (Ralph Marterie)

**Phil Brooks**
**KRKD—Los Angeles, Calif.**

1. How Much Is That Doggie In The Window (Patti Page)
2. Pretend (Nat "King" Cole)
3. Tell Me You're Mine (The Gaylords)
4. April In Portugal (Les Baxter)
5. Your Cheatin' Heart (J. James)
6. I'm Sitting On Top Of The World (Paul Ford)
7. Downhearted (Eddie Fisher)
8. Wild Horses (Perry Como)
9. Till I Waltz Again With You (Teresa Brewer)
10. I'm Walking Behind You (Frank Sinatra)

**Buddy Deane**
**WITH—Baltimore, Md.**

1. Tell Me You're Mine (The Gaylords)
2. How Much Is That Doggie In The Window (Patti Page)
3. Seven Lonely Days (G. Gibbs)
4. Your Cheatin' Heart (J. James)
5. The Nearness Of You (Bob Manning)
6. Side By Side (Kay Starr)
7. Ohio (Danny Winchell)
8. Song From Moulin Rouge (Percy Faith)
9. Pretend (Nat "King" Cole)
10. Say It With Your Heart (Bob Carroll)

**Lou Barile**
**WKAL—Rome, N. Y.**

1. I Believe (Frankie Laine)
2. Seven Lonely Days (G. Gibbs)
3. Pretend (Nat "King" Cole)
4. Tell Me You're Mine (The Gaylords)
5. Somebody Stole My Gal (Johnnie Ray)
6. My Jealous Eyes (Patti Page)
7. Your Cheatin' Heart (J. James)
8. Caravan (Ralph Marterie)
9. Kiss (Dean Martin)
10. No Help Wanted (R. Draper)

**Harry Nigocia**
**WJBW—New Orleans, La.**

1. How Much Is That Doggie In The Window (Patti Page)
2. Pretend (Nat "King" Cole)
3. I Believe (Frankie Laine)
4. My Jealous Eyes (Patti Page)
5. Wild Horses (Perry Como)
6. Mr. Tap Toe (Doris Day)
7. Tell Me You're Mine (Carson)
8. Open Up Your Heart (Bing Crosby)
9. Your Cheatin' Heart (F. Laine)
10. Kaw-Liga (Dolores Gray)

**Larry Wilson**
**WNOE—New Orleans, La.**

1. April In Portugal (Les Baxter)
2. Side By Side (Kay Starr)
3. How Much Is That Doggie In The Window (Patti Page)
4. Glad Rag Doll (Johnnie Ray)
5. Say "Si Si" (Eugenie Baird)
6. I'm The King Of Broken Hearts (Tony Bennett)
7. Pretend (Nat "King" Cole)
8. How Do You Speak To An Angel (Eddie Fisher)
9. Anna (Paul Weston)
10. Wild Horses (Perry Como)

**Roger Nash**
**WJMR—New Orleans, La.**

1. April In Portugal (Les Baxter)
2. Wild Horses (Perry Como)
3. Somebody Stole My Gal (Johnnie Ray)
4. Anna (Silvana Mangano)
5. Pour Me A Glass Of Tears (Billy Williams Quart.)
6. Ruby (Richard Hayman)
7. Pretend (Nat "King" Cole)
8. Big Mamou (Pete Hanley)
9. Song From Moulin Rouge (Percy Faith)
10. How Much Is That Doggie In The Window (Patti Page)

**Don Bell**
**KRNT—Des Moines, Iowa**

1. How Much Is That Doggie In The Window (Patti Page)
2. Tell Me A Story (Laine-Boyd)
3. I Believe (Frankie Laine)
4. Pretend (Nat "King" Cole)
5. Till I Waltz Again With You (Teresa Brewer)
6. Tell Me You're Mine (The Gaylords)
7. Song From Moulin Rouge (June Hutton)
8. Hot Toddy (Ralph Flanagan)
9. I Believe (Jane Froman)
10. Can't I (Nat "King" Cole)

**Sherm Feller**
**WLAW—Boston, Mass.**

1. Ruby (Richard Hayman)
2. Song From Moulin Rouge (Percy Faith)
3. Seven Lonely Days (Guy Lombardo)
4. I'm King Of Broken Hearts (Tony Bennett)
5. Hello Sunshine (N. Brooks)
6. Will-O'-The-Wisp Romance (Hugo Winterhalter)
7. A Little Love (Bob Carroll)
8. Somebody Stole My Gal (Johnnie Ray)
9. Moon (Ralph Flanagan)
10. Many Are The Times (Cornell)

**Jack Dugan**
**WPTR—Albany, N. Y.**

1. Tell Me You're Mine (The Gaylords)
2. Hold Me, Thrill Me, Kiss Me (Karen Chandler)
3. Till I Waltz Again With You (Teresa Brewer)
4. Side By Side (Kay Starr)
5. My Heart Belongs To Only You (June Christy)
6. Pretend (Nat "King" Cole)
7. Congratulations To Someone (Tony Bennett)
8. Say It With Your Heart (Bob Carroll)
9. Your Cheatin' Heart (J. James)
10. I Believe (Jane Froman)

**Bill Randle**
**WERE—Cleveland, Ohio**

1. Ruby (Richard Hayman)
2. Less Than Tomorrow (Hamish Menzies)
3. Song From Moulin Rouge (Percy Faith)
4. Big Mamou (Pete Hanley)
5. Without My Lover (Stafford)
6. He Who Has Love (Four Lads)
7. A Fool In Love (B. Eckstine)
8. Swedish Rhapsody (P. Faith)
9. I Believe (Frankie Laine)
10. Forever Yours (Sonny Curtis)

**Jerry Kay**
**WWEZ—New Orleans, La.**

1. April In Portugal (Les Baxter)
2. How Much Is That Doggie In The Window (Patti Page)
3. Hello Sunshine (N. Brooks)
4. Side By Side (Kay Starr)
5. Seven Lonely Days (G. Gibbs)
6. Pretend (Nat "King" Cole)
7. I Believe (Frankie Laine)
8. Gomen-Nasai (H. Belafonte)
9. And The Bull Walked Around, Olay (Richard Hayes)
10. Salomee (Dinah Shore)

**Art Pallan**
**WWSW—Pittsburgh, Pa.**

1. Song From Moulin Rouge (Percy Faith)
2. He Who Has Love (Four Lads)
3. Pour Me A Glass Of Tears (Billy Williams Quart.)
4. Hello Sunshine (N. Brooks)
5. Can't I (Nat "King" Cole)
6. Ruby (Richard Hayman)
7. Tell Me A Story (Laine-Boyd)
8. Downhearted (Eddie Fisher)
9. Moving Away (Lu A. Simms)
10. Waltz Of Pares (Melachrino Strings)

**Hal Murray**
**WHKK—Akron, Ohio**

1. Pretend (Nat "King" Cole)
2. Side By Side (Kay Starr)
3. Will-O'-The-Wisp Romance (Hugo Winterhalter)
4. Your Cheatin' Heart (J. James)
5. Caravan (Ralph Marterie)
6. How Much Is That Doggie In The Window (Patti Page)
7. Somebody Stole My Gal (Johnnie Ray)
8. Ohio (Danny Winchell)
9. I Believe (Frankie Laine)
10. Till I Waltz Again With You (Teresa Brewer)

**Bob Perry**
**WCAP—Lowell, Mass.**

1. How Much Is That Doggie In The Window (Patti Page)
2. Pretend (Nat "King" Cole)
3. I Believe (Frankie Laine)
4. Gomen-Nasai (Eddy Howard)
5. Side By Side (Kay Starr)
6. Wild Horses (Perry Como)
7. How Do You Speak To An Angel (Eddie Fisher)
8. Till I Waltz Again With You (Teresa Brewer)
9. Seven Lonely Days (G. Gibbs)
10. Hot Toddy (Ralph Flanagan)

**Ira Cook**
**KECA & KMPC—Hollywood, Calif.**

1. Song From Moulin Rouge (Percy Faith)
2. I Believe (Frankie Laine)
3. Big Mamou (Pete Hanley)
4. Wild Horses (Perry Como)
5. Pretend (Nat "King" Cole)
6. I'll Be Hanging Around (Russ Morgan)
7. April In Portugal (F. Martin)
8. Somebody Stole My Gal (Johnnie Ray)
9. How Do You Speak To An Angel (Bill Hayes)
10. Anna (Silvana Mangano)

**Roger Clark**
**WNOR—Norfolk, Va.**

1. Seven Lonely Days (G. Gibbs)
2. I Laughed Until I Cried (Rosemary Clooney)
3. Song From Moulin Rouge (Percy Faith)
4. Somebody Stole My Gal (Johnnie Ray)
5. I'm The King Of Broken Hearts (Tony Bennett)
6. The Nearness Of You (Bob Manning)
7. Big Mamou (Pete Hanley)
8. I Can't Get Started (Morrow)
9. Gomen-Nasai (Eddy Howard)
10. Anna (Silvana Mangano)

## TINY?



NEW YORK—Buddy Basch, New York promotion man, recently lugged six-foot three, hefty "Tiny" Markle (Program Director of WAVZ, New Haven) around New York taping shows. Getting the huge "Tiny" into the tiny car of Basch's proved the toughest part of the whole week-end.

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## Desmond Goes All Out On New Disk, "Danger"

NEW YORK—Johnny Desmond is giving his record of "Danger" a promotion campaign that could get him a job as an executive in any of the Madison Avenue ad agencies.

He waited patiently until he found the song that he believed would give him a chance to exploit not only his voice but his talents as a press agent.

The song is "Danger" written by his former TV mate Tony Mattola. It is based on the theme of that CBS-TV show. Johnny recorded it for Coral. He played the record for Charlie Russell, the producer of that CBS-TV show. Charlie saw its possibilities and agreed with Johnny that he should make his dramatic debut on the April 28th "Danger" show where he will also introduce the song by singing it for the first time in public.

Johnny then called Eddie Jaffe who as a friend had assisted him in getting the publicity as a GI Sinatra which made him a \$2,000 a week name as soon as he got out of the Army.

Jaffe outlined a mutual endeavor for Cecil & Presbrey, the agency for the "Danger" sponsors; Coral Records; Paxton Music which publishes the song and the CBS-TV publicity department.

The campaign will include a kit of records, photographs and publicity of Johnny and the show going to every TV editor in the country to get them to use advance publicity and to watch the April 28th show. Cecil & Presbrey have written a letter to each of the more than 40 CBS stations that carry the program asking them to do whatever they can to plug both the record and the show.

Coral sent window strips to each music store plugging the record and Johnny's appearance on the show.

Desmond, who is on the ABC "Breakfast Club" five times a week in Chicago, is using his weekends to visit cities from Denver to New York on whirlwind personal appearance tours which will get in some hefty drum-beating for both "Danger" TV and "Danger" the record.

"This is one song," says Johnny, "that I can accurately say we've worked on!"

## Cocktails For Al Saber

CHICAGO—Cocktail party given by Master Records and Bud Brandom for Al Saber, at Linn Burton's Steak House this past week, did much to bring attention to the young singer.

His first waxing, "Love Me, Love Me," backed by the oldie, "What Is There To Say?", is reported to be already receiving attention.

Representing Master were Marvin Kreenberg, Burt Somson, Bernie Saber, and David LeWinter of Pump Room fame.

Platter spinners in attendance were Jim Lounsbury, WJJD; Bill Wells, WBBM; Jay Trompeter, WIND; Marty Hogan, WCFL; Jay Smith and Al O'Brien of WOPA, and others.

Also present were Bud Brandom, publisher of "Love Me, Love Me," Rocky Rolf, Bob Devere, Dick LaPalm.

Chicago music men expressed the hope that Al Saber, well known vocalist with David LeWinter's Pump Room ork., would click big on his first disk.

## THE CASH BOX

The Nation's

# TOP 50

COMPILED BY JACK "ONE SPOT" TUNIS

Comprising  
100  
Selections

AL—Aladdin  
AP—Apollo  
AT—Atlantic  
BR—Brunswick  
BU—Bullet  
C—Capitol  
CD—Cadence  
CH—Chess  
CO—Columbia

CR—Coral  
DA—Dana  
DE—Decca  
DN—Devon  
DO—Dot  
DY—Derby  
ES—Essex  
FE—Federal  
4 Star—Four Star

IM—Imperial  
IN—Infro  
JU—Jubilee  
KI—King  
LO—London  
MA—Mars  
ME—Mercury  
MG—MGM  
MO—Modern

NA—National  
OR—Oriole  
PE—Peacock  
PR—Prestige  
RA—Rainbow  
RE—Regent  
RIH—Recorded In Hollywood  
SA—Savoy

Apr. 25 Apr. 18

### 1—How Much Is That Doggie In The Window

110.1 115.4

★ME-70070 (70070 x 45)—PATTI PAGE  
My Jealous Eyes

### 2—I Believe

101.4 102.3

CA-2332 (F-2332)—JANE FROMAN  
Ghost Of A Rose  
★CO-39938 (4-39938)—FRANKIE LAINE  
Your Cheatin' Heart

### 3—Pretend

76.4 67.2

★CA-2346—NAT "KING" COLE  
Don't Let Your Eyes Go Shopping  
CO-39915—KEN GRIFFIN  
Oh, Happy Day  
CO-60927 (9-60927)—EILEEN BARTON  
Too Proud To Cry  
DE-28576 (9-28576)—GUY LOMBARDO O.  
That's Me Without You  
DO-15048—DAN BELLOC  
You Are Ecstasy  
ME-70045—RALPH MARGERIE O.  
After Midnight  
VI-20-5119 (47-5119)—HENRI RENE  
Modelena

### 4—Tell Me A Story

60.3 69.5

★CO-39945 (4-39945)—FRANKIE LAINE & JIMMY BOYD  
The Little Boy And The Old Man

### 5—April In Portugal

53.4 26.1

★CA-2374 (F-2374)—LES BAXTER O.  
Suddenly  
CO-39983 (4-39983)—KEN GRIFFIN  
Little Red Monkey  
DE-28646 (9-28646)—FLORIAN ZABACH  
Red Canary  
ME-70114 (70114x45)—DICK HAYMAN O.  
Anna  
ME-70128 (70128x45)—VIC DAMONE  
I'm Walking Behind You  
VI-20-5052 (47-5052)—FREDDY MARTIN  
Penny Whistle Blues  
VI-20-5279 (47-5279)—TONY MARTIN  
Now Hear This

### 6—Song From Moulin Rouge

49.3 45.3

CA-2429 (F-2429)—J. HUTTON & A. STORDAHL  
Say You're Mine Again  
★CO-39944 (9-39944)—PERCY FAITH ORK  
Swedish Rhapsody  
DE-28675 (9-28675)—VICTOR YOUNG O.  
Ruby  
LO-1328 (45-1328)—MANTOVANI O.  
Vola Colomba  
OK-6963 (4-6963)—STAN FISHER  
Slaughter On 10th Ave.  
TI-170 (45-170)—JOE LOCO QUINT.  
Can Can Mambo  
VI-20-5264 (47-5264)—HENRI RENE O.  
Street Of Shadows

### 7—Ruby

40.2 22.2

CR-60959 (9-60959)—LES BROWN O.  
Midnight Sun

Apr. 25 Apr. 18

DE-28675 (9-28675)—VICTOR YOUNG O.  
Song From Moulin Rouge  
★ME-70115 (70115x45)—RICHARD HAYMAN O.  
Love Mood  
MG-11472 (K-11472)—LEW DOUGLAS O.  
My Flaming Heart  
VI-20-5286 (47-5286)—VAUGHN MONROE O.  
Less Than Tomorrow

### 8—Till I Waltz Again With You

37.4 54.4

BR-84022—THE FIVE BILLS  
CO-39952 (4-39952)—KEN GRIFFIN  
Have You Heard  
★CR-60873—TERESA BREWER  
Hello Bluebird  
CR-60916—TOMMY SOSEBEE  
DE-28506—DICK TODD  
Oh, Happy Day  
DE-28539—RUSS MORGAN  
Must I Cry Again  
JU-6014 (45-6014)—SWANSON & TRAVIS  
KI-1169 (45-1169)—WRIGHT & GORE  
ME-70069 (70069x45)—HARMONICATS  
Back Fence Wall  
PR-1038—LIGHT & HARRIS  
RH-142 (45-142)—RED CALLENDER  
VI-3103—EP-THREE SUNS

### 9—Your Cheatin' Heart

36.6 67.1

CA-2377 (F-2377)—JAN GARBER O.  
My Jealous Eyes  
CO-39938 (9-39938)—FRANKIE LAINE  
I Believe  
DE-28628 (9-28628)—LOUIS ARMSTRONG  
Congratulations to Someone  
★MG-11426 (K-11426)—JONI JAMES  
I'll Be Waiting For You  
MG-11416 (G-11416)—HANK WILLIAMS  
Kaw-Liga

### 10—Caravan

34.7 23.8

CA-2421 (F-2421)—BAS-SHEVA  
My Mother's Lullaby  
EN-101—FERRANTE & TEICHER  
★ME-70097 (70097x45)—RALPH MARGERIE O.  
While We Dream  
MG-10368 (K-10368)—BILLY ECKSTINE  
A Senorita's Bouquet  
MG-11474 (K-11474)—LEROY HOLMES O.  
Three On A Match  
RA-188—ESQUIRE BOYS

### 11—Tell Me You're Mine

32.9 43.7

CO-39914—MINDY CARSON  
The Choo Bury Song  
CR-60923 (9-60923)—RALPH & BUDDY BONDS  
Say It With Your Heart  
DA-786—HARMONY BELLS O.  
DA-2104 (45x2104)—GENE WISNIEWSKI  
Soldier Boy Polka  
DE-28569 (9-28569)—RUSS MORGAN  
Have You Heard  
★ME-70030—THE GAYLORDS  
Cuban Love Song

### 12—Anna

30.2 16.7

CO-39968 (4-39968)—PAUL WESTON ORK.  
Dutch Treat  
CR-60963 (9-60963)—RAY BLOCH O.  
Melancholy Serenade

Apr. 25 Apr. 18

ME-70114 (70114x45)—RICHARD HAYMAN ORK.  
April In Portugal  
★MG-11457 (K-11457)—SILVANA MANGANO  
I Loved You  
VI-20-5246 (47-5246)—THE THREE SUNS  
Little Red Monkey  
VI-20-5252 (47-5252)—AL CAIOLA  
Cachita

### 13—Wild Horses

26.9 44.9

CA-2349 (F-2349)—RAY ANTHONY O.  
You're A Heartbreaker  
★VI-20-5152 (47-5152)—PERRY COMO  
I Confess

### 14—Seven Lonely Days

26.8 16.4

CR-60949 (9-60949)—PINE-TOPPERS & MARLIN S.S.  
DE-28655 (9-28655)—GUY LOMBARDO O.  
Downhearted  
KI-1192 (45-1192)—BONNIE LOU  
Out Of Reach  
★ME-70095 (70095x45)—GEORGIA GIBBS  
If You Take My Heart  
VI-20-5219 (47-5219)—DON MEEHAN

### 15—Hot Toddy

22.9 14.6

★VI-20-5095 (47-5095)—RALPH FLANAGAN  
Serenade

### 16—Gomen Nasai

17.8 21.2

CA-2402 (F-2402)—M. WHITING & J. WAKELY  
I Learned To Love You Too Late  
CO-39957 (4-39957)—SAMMY KAYE  
Until Tomorrow  
★CO-39954 (4-39954)—RICHARD BOWERS  
Tokyo Boogie Woogie  
DE-28612 (9-28612)—GORDON JENKINS O.  
The Ties That Bind Me  
ME-70107 (70107x45)—EDDY HOWARD  
Someone To Kiss  
★VI-20-5210 (47-5210)—HARRY BELAFONTE  
Springfield Mountain

### 17—Don't Let The Stars Get In Your Eyes

17.7 13.6

CA-2256 (F-2256)—GISELE MacKENZIE  
My Favorite Song  
CA-2216 (F-2216)—SKEETS McDONALD  
CO-21025 (4-21025)—RAY PRICE  
CR-60882 (9-60882)—EILEEN BARTON  
Tennessee Tango  
DA-788—REGINA KUJAWA  
DE-28460 (9-28460)—RED FOLEY  
FS-1614 (45-1614)—SLIM WILLET  
ME-70023 (45-70023)—LOLA AMECHE  
Rock The Joint  
MG-11385—HENRY JEROME O.  
Keep It A Secret  
VI-20-5040 (47-5040)—JOHNNIE & JACK  
★VI-20-5064 (47-5064)—PERRY COMO  
Lies

### 18—Say It With Your Heart

17.2 16.6

CR-60920 (9-60920)—ERNIE RUDY O.  
You Can Fly! You Can Fly!



# Best Selling Records

FROM MORE THAN 15,000 RETAIL OUTLETS!

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunnis. Each listing includes the name of the song, record number, artists, and tune on the reverse side.

• The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it means that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.

★ Indicates best selling record.

Comprising  
**100**  
Selections

Apr. 25	Apr. 18	Apr. 25	Apr. 18	Apr. 25	Apr. 18
CR-60923 (9-60923)— RALPH & BUDDY BONDS Tell Me You're Mine ★DY-814 (45-814)— BOB CARROLL Where ME-70089 (70089x45)— SUE THOMPSON You And Me	DE-28588 (9-28588)— GRADY MARTIN A Fool Such As I LO-238 (45-238)—PRIMO SCALA Underneath The Arches (70096x45)— DORIS DREW Since You Went Away From Me MG-10467 (K-10467)— BETTY GARRETT MG-30725 (K-30725)— FRANK PETTY TRIO VI-20-4741 (47-4741)— FRANKIE CARLE	★MG-11416 (K-11416) HANK WILLIAMS Your Cheatin' Heart MG-11424 (K-11424)— BILL FARRELL You Can't Stop Me			
19—Can't I 16.9 15.6	27—Ramona 9.5 9.8	36—Hush-A-Bye 4.9 2.2			
★CA-2389 (F-2389)— NAT "KING" COLE Blue Gardenia CR-60926 (9-60926)— AMES BROTHERS Lonely Wine ME-70068 (70068x45)— RICHARD HAYES	CA-1684 (F-1684)— GORDON MACRAE So In Love CR-60918 (9-60918)— LES BROWN O. Montana Clipper ★ME-70012 (70012x45)— THE GAYLORDS Spinning A Web	★CA-2373 (F-2373)— STAN KENTON O. Harlem Nocturne ★DE-28581 (9-28581)— BING CROSBY Mother Darlin' VI-20-5142 (47-5142)— DANNY THOMAS Oh Moon			
20—I'm Sitting On World Top Of The 15.4 20.8	28—Somebody Stole My Gal 8.8 11.7	37—If I Were King 4.6 9.4			
★CA-2400 (F-2400)— L. PAUL & M. FORD Sleep	★CO-39961 (4-39961)— JOHNNIE RAY Glad Rag Doll ME-70126 (70126x45)— JIMMY PALMER Never, Never, Never	★DO-15055 (45-15055)— HILLTOPPERS I Can't Lie To Myself			
21—No Help Wanted 15.3 12.2	29—Yes Sir, That's My Baby 7.3 6.3	38—The Nearness Of You 4.4 7.8			
CO-21065 (4-21065)— MADDOX BROS. ★ME-70077 (70077x45)— RUSTY DRAPER Texarkana Baby ME-70028 (70028x45)— THE CARLISLES That Heart Is Not For Sale	★CA-2392 (F-2392)— HARRY KARI Yokohama Mama	★CA-2383 (F-2383)— BOB MANNING Gypsy Girl			
22—Say You're Mine Again 15.2 —	30—Have You Heard 7.2 6.5	39—Keep It A Secret 3.4 3.5			
AD-5000 (45-5000)—3 DONS & GINNY GREER Tutti Frutti Baby DE-28676 (9-28676)— DOLORES GRAY Big Mamou ★VI-20-5277 (47-5277)— PERRY COMO My One And Only Heart	DE-28569 (9-28569)— RUSS MORGAN Tell Me You're Mine ★MG-11390—JONI JAMES Wishing Ring	CA-2268 (F-2268)— JUNE HUTTON I Miss You So CA-2329—SHARKEY'S DIXIELAND KINGS Why Don't You Believe Me ★CO-39891 (4-39891)— JO STAFFORD Once To Every Heart DE-28511—BING CROSBY Sleigh Bell Serenade IM-8169—SLIM WHITMAN My Heart Is Broken In Three MG-11385—HENRY JEROME O. Don't Let The Stars Get In Your Eyes RA-202—FIVE CROWNS Why Don't You Believe Me VI-20-4992 (47-4992)— DINAH SHORE Hi-Lilli, Hi-Lo			
23—Swedish Rhapsody 10.9 9.3	31—Sleep 6.9 —	40—Hold Me, Thrill Me, Kiss Me 3.2 4.5			
★CO-39944 (4-39944)— PERCY FAITH O. Song From Moulin Rouge DE-28674 (9-28674)— ETHEL SMITH After Hours	★CA-2400 (F-2400)— L. PAUL & M. FORD I'm Sitting On Top Of The World DE-27237 (9-27237)— FRED WARING	★CR-60831 (9-60831)— KAREN CHANDLER One Dream DE-28530 (9-28530)— ROBERTA LEE Do You Know Why? JU-5108 (45-5108)— THE ORIOLES			
24—Dancin' With Someone 10.6 8.2	32—I'm The King Of Broken Hearts 6.8 8.1	41—Twice As Much 3.1 1.7			
CA-2396 (F-2396)—MOLLY BEE What'll He Do? ★CR-60953 (9-60953)— TERESA BREWER Breakin' In The Blues KI-1213 (45-1213)— BONNIE LOU Scrap Of Paper VI-20-5217 (47-5217)— DELTA RHYTHM BOYS Long Gone Baby	★CO-39964 (4-39964)— TONY BENNETT No One Will Ever Know	42—Oh Happy Day 2.9 1.9			
25—Less Than Tomorrow 10.2 —	33—Salomee 6.4 9.2	43—Congratulations To Someone 2.4 2.4			
★DE-28601 (9-28601)— HAMISH MENZIES You Can Be In Love VI-20-5286 (47-5286)— VAUGHN MONROE O. Ruby	★VI-20-5176 (47-5176)— DINAH SHORE Let Me Know	44—Blue Gardenia 2.1 8.0			
26—Side By Side 9.6 17.3	34—Hello Sunshine 5.9 7.9	45—Rachel 2.0 2.7			
★CA-2334 (F-2334)— KAY STARR Noah!	CA-2426 (F-2426)— BUDDY COLE & G. WOOD Red Canary ★ZO-101 (45-101)— NORMAN BROOKS You're My Baby	46—A Fool Such As I 1.9 1.5			
	35—Kaw-Liga 5.1 3.7	47—New Juke Box Saturday Nite 1.7 1.6			
	CO-39935 (4-39935)— CHAMP BUTLER Fit As A Fiddle DE-28582 (9-28582)— DOLORES GRAY My Heart Is A Kingdom	48—Downhearted 1.4 7.7			
		49—Anywhere I Wander 1.2 15.1			
		50—How Do You Speak To An Angel 1.1 2.9			

## Guy Mitchell To London Palladium And Ireland

NEW YORK—Guy Mitchell, who recently signed a new five year Paramount picture contract, will play a two-week return engagement at the London Palladium commencing July 20.

Also scheduled for the singer are August appearances in Glasgow, Manchester, Edinburgh and Dublin. Mitchell's salary deal for his Glasgow p.a. calls for a 65 percent take of the gross, which could earn him a record high for an American entertainer in that city.

Mitchell is in Hollywood at the moment, working on "Those Sisters from Seattle," his first movie. Immediately upon completion of this flicker, the crooner will co-star with Rosemary Clooney in Paramount's 3D technicolor musical "Red Garters."

Guy's recording of "She Wears Red Feathers" is one of England's top tunes these days.

## Frances Kaye Named Public Relations Consultant For Mercury

CHICAGO—Art Talmadge, vice-president of Mercury, announced this week that the Frances Kaye firm had been hired to do public relations for the diskery. Miss Kaye's title will be public relations consultant.

She will serve in advisory capacity conducting publicity campaigns on a national basis. Miss Kaye's whole staff will be at Mercury's disposal.

Her first assignment is to introduce Richard Hayman, the new eastern A & R head to the trade and the public.

One of Frances Kaye's accounts is Patti Page, for whom she handles public relations.

## Audivox To Introduce "SES" Sound

NEW YORK—Audivox Records, the Raymond Scott-Dorothy Collins and Leonard Wolf newly formed independent disk firm, will release its first sides early in May. At least some of the initial platters will feature the use of the 'Sound Enhancement System'—a Raymond Scott development. Scott, as well as being the creator of 'SES,' has been writing original compositions for orchestra and special record material for Dorothy Collins.

## Hersh Signed As Promotion Man For Triple A

NEW YORK—Sol Brown, business manager of Triple A Records of Cleveland, the firm that started the "Oh Happy Day" disk, while in the east this week where he met with several of the firm's distribs, announced that Bernie Hersh has been signed as new promotional head in an all-out effort to increase sales on a national basis.

It is understood that Hersh also purchased an undisclosed amount of shares in the growing organization.

Before signing with Triple A, Hersh was primary promotion man for Don Howard.

GRAB "JUST ANOTHER  
POLKA" BY JO STAFFORD  
OR BY EDDIE FISHER OR  
BY RICHARD HAYES  
BUT GRAB IT

FOR MOTHER'S DAY PROGRAMMING!

MY  
MOTHER'S  
EYES

LEO FEIST, INC.

1953's Novelty Sensation . .

KAW-LIGA

Hank Williams . . . . . M G M  
Champ Butler . . . . . Columbia  
Dolores Gray . . . . . Decca  
Hawshaw Hawkins . . King  
Bill Farrell . . . . . M G M

OO! That PATTI PAGE!  
OO! What A Record!

"OO! WHAT YOU  
DO TO ME"

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BAS-SHEVA Capitol  
BILLY ECKSTINE MCM

ESQUIRE BOYS Rainbow  
FERRANTE & TEICHER Entree (Columbia)  
LEROY HOLMES MCM

AMERICAN ACADEMY OF MUSIC, INC.  
Sole Selling Agent, MILLS MUSIC, Inc.

GRAB "JUST ANOTHER  
POLKA" BY JO STAFFORD  
OR BY EDDIE FISHER OR  
BY RICHARD HAYES  
BUT GRAB IT



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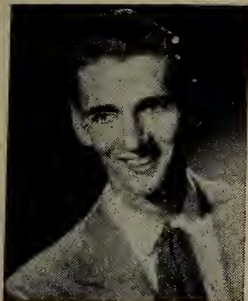
Spike Jones and a couple of his Country Cowboys take time out from their work on the ranch to pose for a photo. Spike, whose latest RCA Victor release is "Stop Your Gamblin'" backed with "Way Out Yonder", has just completed a record breaking 60 day tour. He's managed by Arena Stars and his record promotion is handled by Buddy Haseh Associates.



# CANADIAN CAPERS

## TORONTO TOPICS

Long rumored new Canadian Indie record firm tees off with its first releases scheduled for May 1st. Arrow is the name of the new label. Jack Kingston, formerly recording for Capitol in Canada, tees off on Arrow with "Mother, Dear Mother", his own composition published by Hill and Range, with Stu Davis, "In Daddy's Footsteps" on the flip side. Latter tune published in Canada by Empire Music who have assigned U. S. rights on this sleeper (Cash Box, April 11th) to Hill and Range. Jack is backed on both sides by the same performers that appear with him on CHML's "Jack Kingston Show"; the Kentucky Colonels and the Main Streeters. Other artists rumored to be signed with Arrow are Gaylord (Gordy Gapp), Bonnie Miller, Slim Gordon, Morris Bolyer (Canadian Banjo King) and The Hillbilly Jewels. Latter group last recorded for the Biltmor label and their smash platter on that label, "I Love My Rooster" and "I Love My Pillow" has been bought by Decca who schedule it for U. S. release April 27th. . . . Folk kick still on the ascendancy all across Canada. CBC Network planning a new country network show to go Coast to Coast featuring Stu Davis, Vic Siebert, and other prairie stars. . . . Recent convention of Ontario Music Educators indicated that the educational music field is beginning to show an acceptance of Canadian music for teaching purposes. This is a happy development with the serious music composers and publishers. . . . The April 11th concert at Eaton Auditorium, sponsored by the Canadian League of Composers drew a full house and this was another indication of the growing importance that Canadian listeners are giving to the works of native long hair writers. . . . Carl Smith and Audrey Williams played a successful series of Canadian personal appearances and appeared on The Main Street Jamboree in Hamilton last week. Their overnight jump from Hamilton to New Orleans established some kind of a record on the touring field. . . . Horace Heidt packed the Maple Leaf Stadium, Toronto, April 13th. Capitol records demon disc pushers Whitie Haines, Johnny Downs and Harold Smith did a bang up job in getting the public out to hear Johnny (In The Book) Standley via their heavy Dee Jay campaign. . . . Jim Magill and his Northern Ramblers (London Records) back on the air at CFRB.



CARL SMITH

## MONTREAL MEMOS

Burl Ives (Decca) pulling them in to the Sheraton—Mount Royal's Normandy Room and hyping Dee Jay interest in his platters. . . . Modernaires (Coral) pleased their fans who turned out to see them headline last week's Seville Theatre bill. Their business kept pace with the draw established the week before by Ella Mae Morse, the Capitol thrush. . . . June 22nd-26th celebrates the first anniversary of Folk and Country music promotion at Hartney's, main store. Daily broadcasts from their mezzanine will be carried on CFCF emceed by Gord Sinclair, top Folk Dee Jay in these parts. The welcome mat will be out to any Country or Western performers in the territory at that time to do guest appearances on the anniversary celebrations. . . . Bill Long's first release on Decca's Apex label off to a fast start. Tunes—"I Couldn't Think Of Anything To Write" and "Redheads, Blondes And Brunettes" give an excellent backing by the Border Jumpers. . . . Recent Montrealeers visiting Hamilton's Main Street Jamboree were Jack Newman (Peer's Canadian Topper) and Clyde Moon (BMI field rep.) Both report terrific acceptance by the audience on new Canuck Country Tunes in their catalogs. . . . CKVL's Hal Stubbs making a lot of friends in the profession and garnering good program ratings for his interview shows from the Zebra lounge of the Esquire. Show's title—Mr. and Mrs. Music. . . . Like to suggest that some of the A. & R. men catch Fred Hill's new five-a-week morning show for Steinberg's Super Markets on CFCF. . . . Strikes us as a money maker for the platter field. . . . Tennessee Ernie's ABC Network show has top listenership through local broadcasts on CFCF. His Hollywood Lunch hour show hits the Montreal airwaves just before midnight and has built a heavy audience for Ernie and his pea picking friends.



THE MODERNAIRES

## ATLANTIC COASTING

Don Messer and his Islanders, who hit the National Network thrice weekly with their CFCY supper-time shows, busy making plans for another summer tour to the West Coast. Group's Apex records and network shows has made them one of the top grossing Canadian Folk aggregations. . . . Topper of CFCY, Charlottetown, Colonel Keith Rogers off to Toronto to attend Canadian Press' Directors Meeting. . . . Maritime radio folks busy making plans for their get-together in Amherst, Nova Scotia on May 22nd. This annual BMI Program Clinic lets all of the Atlantic Dee Jays and librarians socialize and swap trade chatter. This year's Clinic being organized by Fred Lynds of Moncton's CKCW. . . . We're glad to hear that one of the major labels is dickering to record Tex Shaw. This Halifax performer has made a lot of friends in Newfoundland and the Maritime provinces and should be a good recording bet.

## WEST COAST ROUNDUP

Keray Regan and his brother, the Aragon record stars, back in Vancouver after a successful tour. Keray's first published number "My Home By The Fraser" still continues to be a top audience request on his personal dates. . . . Victoria's song writers seem to be coming into the limelight. Sonny Bird seems to have a hit in his "When I'm So In Love With You" and Cathy Southern's "Blue Jeans And Cowboy Boots" being considered for a Hollywood movie. Billie Rogers' "Echo Trails" soon to be released on the Aragon label by Fred Usher And The Hometowners with a heavy exploitation campaign by its publisher.



TENNESSEE ERNIE

## Johnnie Ray Returns From European Triumph Early In May

LONDON, ENGLAND — Johnnie Ray, the fabulous "Mr. Emotion," currently shattering all records in Great Britain, at the London Palladium and Glasgow's Empire Theater, will return early in May. His latest disk "Somebody Stole My Gal," has broken wide open all over the United States, and looks like his biggest seller since the "Cry," which topped the 2,000,000 sales mark.

Johnnie will be a busy guy when he returns, as his manager Bernie Lang has him booked solid for the rest of the year at some of the most fantastic fees in the history of show business. Two Twentieth Century Fox writers are travelling with the Ray entourage through Europe, to capture the unique Ray personality for the dialogue of his first film 20th's version of his life story, "All of Me."

Ray and Lang have come a long way since that day some two years ago, when the Ray-Lang partnership was sealed by a handshake, the only contract the two have ever had. The combination of Ray's amazing talents and Lang's managerial skill took only a few months to put Johnnie on top of the show business heap as one of the greatest record, theater and nightclub attractions since Jolson's heyday.

To show their gratitude to the public, Johnnie and Bernie recently set up the Johnnie Ray Foundation for Hard of Hearing children, a nationwide organization set up to buy hearing aids for indigent hard of hearing children. Johnnie has donated thousands of dollars to this cause, and spends his few offstage hours knocking himself out trying to raise money for the charity. Says Johnnie, "I lived for four years in a world of silence, before my parents were advised to buy me a hearing aid. If I can help one single hard of hearing child to escape that ordeal, nothing I'm asked to do will be too much." Johnnie's keeping that promise every day of his life.

## Big Push For "Almost Always"

CHICAGO—Bud Brandom reports favorable results already beginning to show on "Almost Always" due to big push which firm has put on disk featuring Joni James.

Brandom claims he's receiving reports from deejays telling him that tune looks like a real "clickeroo."

"In the meantime," Bud states, "because of all the favorable comments, we are going to go ahead with still more push and put everything we've got behind this tune to make it the next 'big one' for Joni as well as for all other artists who are cutting the number."

Jockeys have jumped on the tune and they, as well as juke box ops and dealers, are helping tremendously.

## Another BMI Pin-Up Hit!

### Goodbye, Charlie, Goodbye

Published by CARNEGIE  
recorded by

KAREN CHANDLER . . . . . (Coral)  
VICKI YOUNG . . . . . (Capitol)  
LINDA SHANNON . . . . . (King)  
DOREEN DAVIS . . . . . (MGM)

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• "ALICE BLUE GOWN" •  
• and •  
• "TWILIGHT TIME" •  
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## Success of "Moulin Rouge" Shows How Publisher's Creativeness Pays off

NEW YORK—The story of the success of "The Song From Moulin Rouge" reflects perhaps more favorably on Julie Stearns, general professional manager of Broadcast Music Inc., than on any other person connected with the song. For Stearns' acceptance of the tune did not just involve someone's bringing him a great number and his recognizing it—difficult as that is in itself. But rather it involved great creative activity on his part for he took a raw piece of material and visualized it as a popular song.

The original lead sheet that was brought to Julie followed the exact line of the way it is sung in the film. It was overly long and lacked popular construction, but it has a basic theme which Stearns recognized as beautiful. The title at that time was also different, "It's April Again."

First Stearns had to get the song down to acceptable size and still keep its haunting quality. Then he had to have a new lyric written. And this was no easy job. Then he had to get the title changed so that it would be as-

sociated with the film "Moulin Rouge."

All this was taking place while he was negotiating with French agents, agents of the authors, agents of the film producers, record firms and lawyers of every description.

Before he had actually gotten all the strings pulled together, he had brought it to Percy Faith who immediately also saw its worth and wanted to do it. But the final negotiations, that of getting permission to use the title "Song From Moulin Rouge," weren't completed until the day that Faith actually recorded it and if permission hadn't come through just in time, the Percy Faith record might never have been made.

Now there are at least ten records of the tune with more on the way. This week it hits number 6 in The Cash Box best seller lists with its strength mounting constantly.

This can very well be the biggest song that Broadcast Music has ever published and it seems to us that Julie Stearns deserves to take a long, low bow for it.



*Moving Up Fast  
On All Lists!*

# TONY BENNETT

sings

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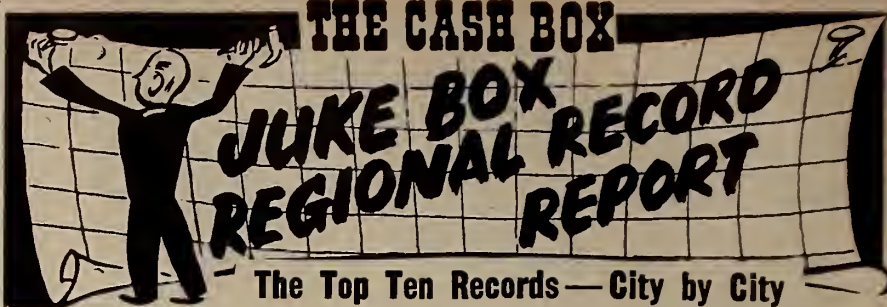
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### New York, N. Y.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Song From Moulin Rouge (Percy Faith)
4. Pretend (Nat "King" Cole)
5. Tell Me A Story (Laine-Boyd)
6. April In Portugal (Les Baxter)
7. Wild Horses (Perry Como)
8. Your Cheatin' Heart (J. James)
9. Tell Me You're Mine (The Gaylords)
10. Ruby (Richard Hayman)

### Pittsburgh, Pa.

1. How Much Is That Doggie In The Window (Patti Page)
2. Ruby (Richard Hayman)
3. I Believe (Frankie Laine)
4. Can't I (Nat "King" Cole)
5. Tell Me A Story (Laine-Boyd)
6. Ramona (The Gaylords)
7. Pour Me A Glass Of Tears (Billy Williams Quart.)
8. Song From Moulin Rouge (Percy Faith)
9. Till I Waltz Again With You (Teresa Brewer)
10. Less Than Tomorrow (Hamish Menzies)

### St. Louis, Mo.

1. I Believe (Frankie Laine)
2. How Much Is That Doggie In The Window (Patti Page)
3. Song From Moulin Rouge (Percy Faith)
4. I'm Sitting On Top Of The World (Paul-Ford)
5. Dancin' With Someone (Teresa Brewer)
6. Ruby (Richard Hayman)
7. Tell Me A Story (Laine-Boyd)
8. Hot Toddy (Ralph Flanagan)
9. Anna (Silvana Mangano)
10. April In Portugal (Les Baxter)

### Dallas, Tex.

1. How Much Is That Doggie In The Window (Patti Page)
2. Pretend (Nat "King" Cole)
3. I Believe (Frankie Laine)
4. Tell Me You're Mine (The Gaylords)
5. Till I Waltz Again With You (Teresa Brewer)
6. Seven Lonely Days (G. Gibbs)
7. Your Cheatin' Heart (J. James)
8. Hot Toddy (Ralph Flanagan)
9. Can't I (Nat "King" Cole)
10. Side By Side (Kay Starr)

### Washington, D. C.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Song From Moulin Rouge (Percy Faith)
4. Caravan (Ralph Marterie)
5. April In Portugal (Les Baxter)
6. Pretend (Nat "King" Cole)
7. Till I Waltz Again With You (Teresa Brewer)
8. I Believe (Frankie Laine)
9. Tell Me A Story (Laine-Boyd)
10. Can't I (Nat "King" Cole)

### Denver, Colo.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Pretend (Nat "King" Cole)
4. Till I Waltz Again With You (Teresa Brewer)
5. Tell Me A Story (Laine-Boyd)
6. Your Cheatin' Heart (J. James)
7. Hot Toddy (Ralph Flanagan)
8. Tell Me You're Mine (The Gaylords)
9. Side By Side (Kay Starr)
10. Ruby (Richard Hayman)

### Cleveland, Ohio

1. How Much Is That Doggie In The Window (Patti Page)
2. Pretend (Nat "King" Cole)
3. Seven Lonely Days (G. Gibbs)
4. Till I Waltz Again With You (Teresa Brewer)
5. I Believe (Frankie Laine)
6. Your Cheatin' Heart (J. James)
7. No Help Wanted (R. Draper)
8. Wild Horses (Perry Como)
9. Downhearted (Eddie Fisher)
10. Song From Moulin Rouge (Percy Faith)

### Chicago, Ill.

1. Caravan (Ralph Marterie)
2. No Help Wanted (R. Draper)
3. Song From Moulin Rouge (Percy Faith)
4. How Much Is That Doggie In The Window (Patti Page)
5. Tell Me A Story (Laine-Boyd)
6. April In Portugal (Les Baxter)
7. Your Cheatin' Heart (J. James)
8. Somebody Stole My Gal (Johnnie Ray)
9. Anna (Silvana Mangano)
10. Ramona (The Gaylords)

### Philadelphia, Pa.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Tell Me You're Mine (The Gaylords)
4. Tell Me A Story (Laine-Boyd)
5. Somebody Stole My Gal (Johnnie Ray)
6. Till I Waltz Again With You (Teresa Brewer)
7. Pretend (Nat "King" Cole)
8. Don't Let The Stars Get In Your Eyes (Perry Como)
9. Seven Lonely Days (G. Gibbs)
10. Your Cheatin' Heart (J. James)

### Boston, Mass.

1. I Believe (Frankie Laine)
2. How Much Is That Doggie In The Window (Patti Page)
3. Anna (Silvana Mangano)
4. Tell Me A Story (Laine-Boyd)
5. Tell Me You're Mine (The Gaylords)
6. Till I Waltz Again With You (Teresa Brewer)
7. Pretend (Nat "King" Cole)
8. Somebody Stole My Gal (Johnnie Ray)
9. Ruby (Richard Hayman)
10. Side By Side (Kay Starr)

### Atlanta, Ga.

1. I Believe (Laine-Froman)
2. How Much Is That Doggie In The Window (Patti Page)
3. Pretend (Nat "King" Cole)
4. Caravan (Ralph Marterie)
5. Till I Waltz Again With You (Teresa Brewer)
6. Tell Me You're Mine (The Gaylords)
7. Tell Me A Story (Laine-Boyd)
8. April In Portugal (Les Baxter)
9. Say It With Your Heart (Joni James)
10. Side By Side (Kay Starr)

### Detroit, Mich.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. April In Portugal (Les Baxter)
4. Less Than Tomorrow (Hamish Menzies)
5. Ruby (Richard Hayman)
6. Tell Me A Story (Laine-Boyd)
7. Song From Moulin Rouge (Percy Faith)
8. Pretend (Nat "King" Cole)
9. Hot Toddy (Ralph Flanagan)
10. Your Cheatin' Heart (J. James)

### Memphis, Tenn.

1. How Much Is That Doggie In The Window (Patti Page)
2. Till I Waltz Again With You (Teresa Brewer)
3. Your Cheatin' Heart (J. James)
4. I Believe (Frankie Laine)
5. Pretend (Nat "King" Cole)
6. Wild Horses (Perry Como)
7. Can't I (Nat "King" Cole)
8. Side By Side (Kay Starr)
9. Alice Blue Gown (J. Maddox)
10. Don't Let The Stars Get In Your Eyes (Perry Como)

### Butte, Mont.

1. How Much Is That Doggie In The Window (Patti Page)
2. Till I Waltz Again With You (Teresa Brewer)
3. Your Cheatin' Heart (J. James)
4. Side By Side (Kay Starr)
5. Pretend (Nat "King" Cole)
6. Wild Horses (Perry Como)
7. Don't Let The Stars Get In Your Eyes (Perry Como)
8. Have You Heard (J. James)
9. I Believe (Frankie Laine)
10. Tell Me You're Mine (The Gaylords)

### Los Angeles, Calif.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Yes Sir, That's My Baby (Hari Kari)
4. Tell Me A Story (Laine-Boyd)
5. Tell Me You're Mine (The Gaylords)
6. Till I Waltz Again With You (Teresa Brewer)
7. Anna (Silvana Mangano)
8. Gomen Nasai (R. Bowers)
9. Pretend (Nat "King" Cole)
10. Big Mamou (Pete Hanley)

### Edmonton, Alberta, Can.

1. How Much Is That Doggie In The Window (Patti Page)
2. Till I Waltz Again With You (Teresa Brewer)
3. Tell Me You're Mine (The Gaylords)
4. Side By Side (Kay Starr)
5. Pretend (Nat "King" Cole)
6. Don't Let The Stars Get In Your Eyes (Gisele McKenzie)
7. Your Cheatin' Heart (J. James)
8. Oh Happy Day (Four Knights)
9. New Juke Box Saturday Nite (Modernaires)
10. Tell Me A Story (Laine-Boyd)

### Seattle, Wash.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Pretend (Nat "King" Cole)
4. Till I Waltz Again With You (Teresa Brewer)
5. Tell Me You're Mine (The Gaylords)
6. Tell Me A Story (Laine-Boyd)
7. Ramona (The Gaylords)
8. Wild Horses (Perry Como)
9. Song From Moulin Rouge (Percy Faith)
10. Your Cheatin' Heart (J. James)

### New Orleans, La.

1. I Believe (Frankie Laine)
2. How Much Is That Doggie In The Window (Patti Page)
3. Pretend (Nat "King" Cole)
4. April In Portugal (Les Baxter)
5. Say It With Your Heart (Joni James)
6. Tell Me A Story (Laine-Boyd)
7. Anna (Silvana Mangano)
8. Can't I (Nat "King" Cole)
9. Side By Side (Kay Starr)
10. I'm Sitting On Top Of The World (Paul-Ford)

### Shoals, Ind.

1. How Much Is That Doggie In The Window (Patti Page)
2. Till I Waltz Again With You (Teresa Brewer)
3. Bumping Around (Dick Todd)
4. Tell Me A Story (Laine-Boyd)
5. I Believe (Frankie Laine)
6. Your Cheatin' Heart (J. James)
7. Tell Me You're Mine (The Gaylords)
8. No Help Wanted (R. Draper)
9. Seven Lonely Days (G. Gibbs)
10. Gomen-Nasai (R. Bowers)

### Cincinnati, Ohio

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Till I Waltz Again With You (Teresa Brewer)
4. Your Cheatin' Heart (J. James)
5. April In Portugal (Les Baxter)
6. Pretend (Nat "King" Cole)
7. Wild Horses (Perry Como)
8. Seven Lonely Days (G. Gibbs)
9. If I Were King (Gaylords)
10. Ruby (Richard Hayman)

### Birmingham, Ala.

1. How Much Is That Doggie In The Window (Patti Page)
2. I Believe (Frankie Laine)
3. Pretend (Nat "King" Cole)
4. Till I Waltz Again With You (Teresa Brewer)
5. Your Cheatin' Heart (J. James)
6. Tell Me You're Mine (The Gaylords)
7. Side By Side (Kay Starr)
8. Tell Me A Story (Laine-Boyd)
9. Hot Toddy (Ralph Flanagan)
10. Wild Horses (Perry Como)

"It's What's in THE CASH BOX That Counts"



# THE CASH BOX RHYTHM N' BLUES *Ramblings*

## NEW YORK:

That's a cute item Mrs. Abramson and Ahmet Ehtegan over at Atlantic Records tell about thrush Ruth Brown. The gal has a telephone installed in her car and when she is anywhere within one hundred miles of the New York office she calls in every five minutes. Herb Abramson, who turned from cutting records for Atlantic to cutting teeth for Uncle Sam's G.I.'s, now in Wiesbaden, Germany one full week and still hasn't signed any new talent or appointed any



JOAN SHAW

distributors. . . . Jack Bergman, who heads Tempo Distributors and Discovery Records pacted Joan Shaw and last week cut six of her original tunes for his new R & B label. Ben DeCosta, Miss Shaw's manager, handled the session. . . . Jubilee Records will release "My Mothers Lullaby" and "If It's True" featuring Dave Wilson, night club singer and pianist. . . . Morty Shad (Jax Records) walking around with a smile that practically covers his face. His Bob Gaddy disking of "No Help Wanted" took hold in Charlotte, N.C., New Orleans, La., Chicago, Ill., and spreading. . . . Carl Lebow, a & r at Apollo, back at his desk. Carl was on a pleasure, business trip. Bess and Ike Berman (Mr. and Mrs. Apollo) excited about their second straight hit with the "5" Royales. They can't tell which is the side inas-

much as each end is stirring up action in different localities. "Help Me Somebody" and "Crazy, Crazy, Crazy" are the tunes. . . . Phil Urso, former tenor saxman with Woody Herman, signed with Savoy and cut four sides to be released soon. Savoy also held a session with Don Elliot's small combo for single releases. These sides will also be combined with previous sides with Don Elliot's full ork and will be released as an LP. . . . Ted Adams, assistant manager of The Record Mart, Nashville, reports that Ernie Young, Nashboro and Excello prexy, did a session with Boyer Brothers on Thursday, April 2. . . . That's an interesting and colorful leaflet sent out by Barnhill Music, pubs of the new Five Bills Brunswick disking of "Waiting, Wanting" and "Til Dawn and Tomorrow." . . . George Goldner and Jack Waxman, Tico Records, busy decorating the new offices they move into shortly. Jack in a daze figuring how many golf balls he could have bought with what it's going to cost.

Bobby Shad, head of the R & B department of Mercury Records came up with a smash triple header when he released "Hittin' On Me" by Buddy Johnson; "She's Gotta Go" by The Ravens; and "You Let Me Love Grow Cold" by Dinah Washington, at the same time a couple of weeks back. All three diskings are stirring up quite a bit of action all over the country.

## CHICAGO:

Much-travelled Marjorie Robinson of leading juke box firm, South Central Novelty, off on South American jaunt. For 5 weeks. . . . Louis "Satchmo" Armstrong's rendering of "La Vien Rose" on Dave Garroway's early morning program (4/14) truly terrific. Has all show biz here talking. . . . Current N. Y. C. sensation, we hear, is the new Benny Goodman Ork. . . . Following his Chi success Harry Belafonte currently wowing 'em at St. Louis' Chase Hotel. . . . Al Benson (WGES) reports RCA-Victor's "I Wanna Know" by the Du Droppers getting pahlenty requests. . . . Len Chess just back from South'n junket. Reports new one-hour R&B deejay show about to begin over Station KTHS, Little Rock, Ark. Jockey'd by Ray Bartlett, formerly of KWKH, Shreveport, La. Show set for 10:30-11:30 P.M. slot. Sponsored by Stan's Record Shop. . . . Herbie Fields opened return engagement at the Preview Lounge (4/15) for four weeks' stay. Herbie's constantly striving for something different in progressive jazz, "Cause," as he puts it, "I'd like to develop something brand new, so that long after I'm out of the picture, people'll hear a particular style of music and say, 'That's the Fields' brand of music.'" . . . Sounds like King Pleasure has himself another hit. His "Red Top" climbing fast. May duplicate his big clickeroo, "Moody's Mood For Love," which rode The Cash Box' "Hot Charts" for weeks. . . . Paul Quinichette set to do a one-niter at the popular Pershing Ballroom, May 10.

## LOS ANGELES:

Modern Records smash disking of "The Honey Jump" may well go wild and pick up in the pop field. DJ's throughout the mid-west are raving about the platter and agree that it is another "Honeydripper." Look for some of the majors to start chasin' on this one. . . . Floyd Dixon in town for some wax session with Aladdin. . . . Proof of the pudding in the rhythm and blues biz, is that those those firms who have a fairly decent spiritual catalog are always riding high. . . . The Smiley Lewis etching of "Play Girl" starting to take hold in the latter's home grounds in New Orleans. . . . Jimmy Warren's Los Angeles Music Sales firm adds another line via Rare Records. . . . Eddie Ray, Central Records Sales, touting that "Wine Head Willie" etching on Lennie Chess' label. . . . And still the labels come, with four more indies jumping into the rhythm and blues biz this past week. . . . Hear tell that the "Hound Dog" hassel may be settled out of court. . . . Earl Bostic and gang played to a socko engagement at the Tiffany recently. . . . That Dolly Cooper etching on Savoy, "I Wanna Know" looks like sure-fire hit material. . . . And who puts more miles on a car than Irv Marcus of Peacock? . . . Little Willie Littlefield's "K C Loving" climbing higher 'n higher in popularity. . . . and we still insist that the guitar work on "Hound Dog" sounds just like John Lee Hooker. . . . Art-Rupe's mantel now decorated by two "Oscars" via his "Lawdy Miss Claudy" winner in the 1952 Cash Box Music Poll. . . . and Lloyd Price's latest "What's The Matter Now" looks like another big one.



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## version of "I WANNA KNOW"

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## "SHE'S GOTTA GO"

Jimmy Ricks of the Ravens

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## "YOU LET MY LOVE GROW GOLD"

Dinah Washington

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## "THEME SONG OF MOULIN ROUGE"

Marshal Royal

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4. ANNIE ROSS - Twisted - 794
5. MILES DAVIS - Paper Moon - 817
6. MILT JACKSON - La Ronde - 828
7. EDDIE DAVIS - Squatin' - 806
8. SONNY STITT - Jeoper's Creepers - 826
9. Joe Holiday - I Hadn't Anyone Till You - 815
10. JAMES MOODY - Stardust - 841
11. WARDELL GRAY - Bright Boy - 840
12. Thelonious Monk - These Foolish Things - 838
13. BILLY TAYLOR - Man With A Horn - 822
14. MILES DAVIS - Dig - 777
15. SONNY STITT - Stitt's It - 787

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RECORDS



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New York  
N. Y.

## THE CASH BOX

in  
**HARLEM**

on  
**CHICAGO'S**  
South Side

in  
**NEW ORLEANS**

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

- |   |  |   |
|---|--|---|
| 1 HOUND DOG<br>Willie Mae Thornton<br>(Peacock 1612)                    | HOUND DOG<br>Willie Mae Thornton<br>(Peacock 1612)                       | GOIN' TO THE RIVER<br>Fats Domino<br>(Imperial 5231)                  |
| 2 RED TOP<br>King Pleasure<br>(Prestige 821)                            | LET ME GO HOME,<br>WHISKEY<br>Amos Milburn<br>(Aladdin 3164)             | HOUND DOG<br>Willie Mae Thornton<br>(Peacock 1612)                    |
| 3 MAMA, HE TREATS<br>YOUR DAUGHTER<br>MEAN<br>Ruth Brown (Atlantic 986) | RED TOP<br>King Pleasure<br>(Prestige 821)                               | PLAY G'RL<br>Smiley L. W's<br>(Imperial 5234)                         |
| 4 LET ME GO HOME,<br>WHISKEY<br>Amos Milburn<br>(Aladdin 3164)          | BEAR CAT<br>Rufus Thomas<br>(Sun 181)                                    | WOKE UP<br>THIS MORNING<br>B. B. King<br>(R. P. M. 380)               |
| 5 IS IT A DREAM<br>Vocaleers<br>(Red Robin 114)                         | MAMA, HE TREATS<br>YOUR DAUGHTER<br>MEAN<br>Ruth Brown (Atlantic 986)    | HITTIN' ON ME<br>Buddy Johnson<br>(Mercury 70116)                     |
| 6 CRAWLIN'<br>The Clovers<br>(Atlantic 989)                             | DAUGHTER (THAT'S<br>YOUR RED WAGON)<br>Swinging Sax Kari<br>(States 115) | I DON'T KNOW WHY<br>Kenzie Moore<br>(Specialty 456)                   |
| 7 YOU'RE MINE<br>The Crickets<br>(MGM 11428)                            | BABY, DON'T DO IT<br>The "S" Royales<br>(Apolla 443)                     | MIGHTY LONG TIME<br>Sonny Boy Williamson<br>(Trumpet 166)             |
| 8 SOFT<br>Tiny Bradshaw<br>(King 4577)                                  | CRAWLIN'<br>The Clovers<br>(Atlantic 989)                                | I'M MAD<br>Willie Mabon<br>(Chess 1538)                               |
| 9 HITTIN' ON ME<br>Buddy Johnson<br>(Mercury 70116)                     | SOFT<br>Tiny Bradshaw<br>(King 4577)                                     | MAMA, HE TREATS<br>YOUR DAUGHTER<br>MEAN<br>Ruth Brown (Atlantic 986) |
| 10 SHE'S GOTTA GO<br>The Ravens<br>(Mercury 70119)                      | CAN'T I<br>Nat "King" Cole<br>(Capitol 2389)                             | CRAWLIN'<br>The Clovers<br>(Atlantic 989)                             |

in **SAN FRANCISCO**

in **NEWARK**

in **MEMPHIS**

- |   |  |  |
|---|--|--|
| 1 HOUND DOG<br>Willie Mae Thornton<br>(Peacock 1612)                    | HOUND DOG<br>Willie Mae Thornton<br>(Peacock 1612)                       | HOUND DOG<br>Willie Mae Thornton<br>(Peacock 1612)                       |
| 2 GOING TO THE RIVER<br>Fats Domino<br>(Imperial 5231)                  | MAMA, HE TREATS<br>YOUR DAUGHTER<br>MEAN<br>Ruth Brown (Atlantic 986)    | BEAR CAT<br>Rufus Thomas<br>(Sun 181)                                    |
| 3 MAMA, HE TREATS<br>YOUR DAUGHTER<br>MEAN<br>Ruth Brown (Atlantic 986) | DAUGHTER (THAT'S<br>YOUR RED WAGON)<br>Swinging Sax Kari<br>(States 115) | MAMA, HE TREATS<br>YOUR DAUGHTER<br>MEAN<br>Ruth Brown (Atlantic 986)    |
| 4 HITTIN' ON ME<br>Buddy Johnson<br>(Mercury 70116)                     | LET ME GO HOME,<br>WHISKEY<br>Amos Milburn<br>(Aladdin 3164)             | I LOVE MY BABY<br>Lowell Fulson<br>(Swing Time 330)                      |
| 5 K. C. LOVING<br>Little Willie Littlefield<br>(Federal 12110)          | RED TOP<br>King Pleasure<br>(Prestige 821)                               | DAUGHTER (THAT'S<br>YOUR RED WAGON)<br>Swinging Sax Kari<br>(States 115) |
| 6 NINE BELOW ZERO<br>Sonny Boy Williamson<br>(Trumpet 166)              | CRAWLIN'<br>The Clovers<br>(Atlantic 989)                                | ONE ROOM<br>COUNTRY SHACK<br>Mercy Dee<br>(Specialty 458)                |
| 7 RED TOP<br>King Pleasure<br>(Prestige 821)                            | PEAR CAT<br>Rufus Thomas<br>(Sun 181)                                    | 24 HOURS<br>Eddie Boyd<br>(Chess 1533)                                   |
| 8 CRAWLIN'<br>The Clovers<br>(Atlantic 989)                             | SHIRLEY, COME BACK<br>TO ME<br>Shirley & Lee<br>(Aladdin 3173)           | MY KIND OF WOMAN<br>Emmett Slay Trio<br>(Savoy 886)                      |
| 9 TIN PAN ALLEY<br>James Wilson<br>(Big Town 101)                       | WOKE UP THIS<br>MORNING<br>B. B. King<br>(R. P. M. 380)                  | I'M MAD<br>Willie Mabon<br>(Chess 1538)                                  |
| 10 OFF THE WALL<br>Little Walter<br>(Checker 770)                       | I'M MAD<br>Willie Mabon<br>(Chess 1538)                                  | YOU'RE MINE<br>The Crickets<br>(MGM 11428)                               |

"It's What's in THE CASH BOX That Counts"



THE CASH BOX



The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1 RED TOP King Pleasure (Prestige 821)	HOUND DOG Willie Mae Thornton (Peacock 1612)	HOUND DOG Willie Mae Thornton (Peacock 1612)
2 HOUND DOG Willie Mae Thornton (Peacock 1612)	MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986)	BEAR CAT Rufus Thomas (Sun 181)
3 MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986)	K. C. LOVIN' Little Willie Littlefield (Federal 12110)	RED TOP King Pleasure (Prestige 821)
4 CRAWLIN' The Clovers (Atlantic 989)	CRAWLIN' The Clovers (Atlantic 989)	I'M MAD Willie Mabon (Chess 1538)
5 LET ME GO HOME, WHISKEY Amos Milburn (Aladdin 3164)	RED TOP King Pleasure (Prestige 821)	MY HAT'S ON THE SIDE OF MY HEAD Four Blazes (United 146)
6 BABY, DON'T DO IT The "5" Royales (Apollo 443)	THE HONEY JUMP Oscar McLollie (Modern 902)	MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986)
7 DAUGHTER (THAT'S YOUR RED WAGON) Swinging Sax Kari (States 115)	LET ME GO HOME, WHISKEY Amos Milburn (Aladdin 3164)	CRAWLIN' The Clovers (Atlantic 989)
8 BE TRUE Vocaleers (Red Robin 113)	BEAR CAT Rufus Thomas (Sun 181)	LET ME GO HOME, WHISKEY Amos Milburn (Aladdin 3164)
9 PLEASE BELIEVE ME Doris Brown (Gotham 293)	ONE ROOM COUNTRY SHACK Mercy Dee (Specialty 458)	NOT ANY MORE TEARS Four Blazes (United 146)
10 APRIL IN PARIS Wild Bill Davis (Okeh 6946)	SOFT Tiny Bradshaw (King 4577)	CAN'T I Nat "King" Cole (Capitol 2389)

in DALLAS	in NASHVILLE	in ATLANTA
1 HOUND DOG Willie Mae Thornton (Peacock 1612)	HOUND DOG Willie Mae Thornton (Peacock 1612)	HOUND DOG Willie Mae Thornton (Peacock 1612)
2 I'M MAD Willie Mabon (Chess 1538)	WOKE UP THIS MORNING B. B. King (R. P. M. 380)	I'M MAD Willie Mabon (Chess 1538)
3 NINE BELOW ZERO Sonny Boy Williamson (Trumpet 166)	I'M MAD Willie Mabon (Chess 1538)	CRAWLIN' The Clovers (Atlantic 989)
4 CRAZY, CRAZY, CRAZY The "5" Royales (Apollo 446)	GOING TO THE RIVER Fats Domino (Imperial 5231)	HITTIN' ON ME Buddy Johnson (Mercury 70116)
5 ONE ROOM COUNTRY SHACK Mercy Dee (Specialty 458)	GOD DON'T LIKE IT Rev. A. Johnson (Glory 4011)	TELL ME MAMA Wittle Wa't r (Checker 770)
6 OFF THE WALL Little Walter (Checker 770)	SHIRLEY, COME BACK TO ME Shirley & Lee (Aladdin 3173)	BEAR CAT Rufus Thomas (Sun 181)
7 HITTIN' ON ME Buddy Johnson (Mercury 70116)	BEAR CAT Rufus Thomas (Sun 181)	LET ME GO HOME WHISKEY Amos Milburn (Aladdin 3164)
8 GOIN' TO THE RIVER Fats Domino (Imperial 5231)	THE BLUES CAME ROLLIN' IN Lowell Fulson (Swing Time)	DREAM GIRL Jesse & Marvin (Specialty 447)
9 NOT ANY MORE TEARS Four Blazes (United 146)	MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986)	WOKE UP THIS MORNING B. B. King (R. P. M. 380)
10 MAMA, HE TREATS YOUR DAUGHTER MEAN Ruth Brown (Atlantic 986)	MAD BLUES Lighthnin' Hopkins (Sittin' In 660)	NINE BELOW ZERO Sonny Boy Williamson (Trumpet 166)

ONCE IN A  
LIFE TIME

a record hits the # 1 spot in 11 out of 12  
cities on The Cash Box Hot Charts.  
The Cash Box, April 18, 1953

in SAN FRANCISCO	in NEWARK	in MEMPHIS
1 HOUND DOG Willie Mae Thornton (Peacock 1612)	HOUND DOG Willie Mae Thornton (Peacock 1612)	HOUND DOG Willie Mae Thornton (Peacock 1612)
in DALLAS	in NASHVILLE	in CINCINNATI
1 HOUND DOG Willie Mae Thornton (Peacock 1612)	HOUND DOG Willie Mae Thornton (Peacock 1612)	HOUND DOG Willie Mae Thornton (Peacock 1612)
in HARLEM	on CHICAGO'S South Side	in NEW ORLEANS
1 HOUND DOG Willie Mae Thornton (Peacock 1612)	HOUND DOG Willie Mae Thornton (Peacock 1612)	HOUND DOG Willie Mae Thornton (Peacock 1612)
in LOS ANGELES	in ST. LOUIS	Beware Of Imitations Follow The Leader For Good Results

"HOUND DOG"

by  
WILLIE MAE (BIG MAMA)  
THORNTON

b/w NIGHTMARE  
on  
PEACOCK  
1612

Peacock  
RECORDS, INC. 4104 Lyons  
Houston, Texas



# RHYTHM 'N BLUES REVIEWS

⊙ **A** DISK & SLEEPER

⊙ **B** EXCELLENT

⊙ **B** VERY GOOD

⊙ **C** GOOD

⊙ **C** FAIR

⊙ **D** MEDIOCRE

**HENRY GLOVER**  
(King 4618)

**B** "SOFT" (2:32) [Jay & Cee] This tune has been a hit via the same diskery's Tiny Bradshaw, but this version is entirely different. Glover's treatment is bop and a strong side.

**B** "THROUGH MY FINGER TIPS" (2:41) [Jay & Cee] The flip is a slow soft sentimental ditty done with a feathery touch. Glover reads softly for a cushionie and soothing side.

**LOWELL FULSON**  
(Swingtime 330)

**B** "TH' BLUES COME ROLLIN' IN" (2:47) [Boyd Publ.] Fulson dishes up a haunting reading of a slow pretty blues. Rambling piano and ork back singer in top flight fashion.

**B+** "I LOVE MY BABY" (3:38) An exciting fast moving love tune. Fulson's manner of slurring, (meant to be complimentary) his words and his belting reading make this an intriguing disk. Guitar on this side is tops.

**LES HARRIS**  
(RCA Victor 20-5270)

**B** "AMAPOLA" (2:20) [E. B. Marks] One of the disks cut before the singer died last month was this lovely oldie. Harris shows up well on this etching as he delivers in a relaxed style.

**B** "NOBODY ELSE BUT YOU" (2:50) [Crestwood Music] Harris delivers a slow exciting romantic bounce. The chanter proclaims his love in stirring fashion.

**HAL SINGER**  
(Savoy 890)

**B** "HOMETOWN" (2:41) [Savoy] Hal Singer dishes up some solid sating as he drills an exciting tempo piece. Item is a showcase for the torrid horn work of the saxster.

**C+** "EASY LIVING" (2:37) Again it's all the Singer sax as he reads a slow tempo tune with more restraint.

**BILL FORT**  
(Duke 111)

**C+** "LIFE'S LIKE THAT" (2:42) [Lion Publ.] Bonita Cole tells of the varied woes of life in a semi-raucus style set to a slow blues tempo. Bill Fort's ork supplies the background music.

**C+** "GATEMOUTH'S GHOST" (2:51) [Lion Publ.] A belted instrumental by Bill Fort and his ork. The boys etch a rhythmic quick beat foot-tapper in happy style.

**JIMMY McCracklin**  
(Peacock 1615)

**B** "SHARE AND SHARE ALIKE" (2:41) [Lion Publ.] Jimmy McCracklin and his ork dish up a slow rhythmic b'ves in appealing fashion. Vocal is solid and together the aggregation blends for a potent plate.

**B** "SHE FELT TOO GOOD" (2:39) [Lion Publ.] The flip is an exciting and rhythmic bounce. Jimmy brings forth a happy sound as he sings.

## THE CASH BOX

### ★ AWARD O' THE WEEK ★

"OFF THE WALL" (2:41) [Burton]

"TELL ME MAMA" (2:38) [Burton]

LITTLE WALTER

(Checker 770)



LITTLE WALTER

● In the last six months Little Walter established himself as a definite star with his "Juke" and "Sad Hours". Now comes his third release on Checker, "Off The Wall",

and in it the lad repeats his lush harmonica playing that creates his individualized sound. Tune is a medium tempo rhythmic bounce that is steeped with life by the playing of the mouth organ virtuoso. Adding to the general excitement is some tingling skin beating. The flip deck is a fast moving Latin tempo with Little Walter dishing up a vocal and a bit of harmonica for a solid end. Walter excitedly sings "Why can't you be true? When I came in who went out that back door." Reports already show this end making noise in some sections. We lean to the upper deck. This is a two sided natural.

"LITTLE MAXIE" BAILEY  
(Excello 2007)

**B** "BROWN SKIN WOMAN BLUES" (2:38) "Little Maxie" Bailey sings a slow blues appealingly as he tells of how wonderful and true his woman is. Good chanting of the powerful lyrics and stand-out work on the sax and keyboard, make this an ok deck.

**B** "TEAR DROPS ARE FALLING" (2:37) It's another slow blues similar in arrangement and treatment to the upper lid.

THE SKYLARKS

(Nashboro 535)

**C+** "JESUS PRAYED EVERY STEP OF THE WAY" (2:58) A fast moving steady-rhythmic religious chant. An exciting handclapping side.

**C+** "THIS MAY BE THE LAST TIME" (2:44) Lead works himself and the listener into a frenzy on this stimulating religious number.

## THE CASH BOX

Rhythm 'N Blues

### SLEEPER OF THE WEEK

"OPEN THE DOOR" (2:32) [Progressive]

"BIG LEG MAMA" (2:55) [Progressive]

VANN WALLS and THE ROCKETS

(Atlantic 988)

● The talented piano man, Vann Walls, teams up with a new quintet, The Rockets, and the combo seems to have hit the combination. The boys chant a slow blues with polish and appeal. Lead singer pleads, cajoles and wheedles his baby to open the door and let him in. He promises not to stay out late "no more". Vann Walls' deft piano-

ing adds much to the pleasure of the etching. Lyrics are touched with humor and the total novelty effect makes this a side that should get lots of spins. The flip deck is a rhythmic quick bounce that the group rocks in solid style. Vann Walls again comes through with solid keyboard trimming and this end could take off on its own.

**BOB GADDEY**  
(Jax 308)

**B+** "NO HELP WANTED" (2:41) [Acuff-Rose] This is a strong deck. The tune is hot in pop and western, and this one could create excitement in R. & B. Gaddey and his Alley Cats send you with this version.

**B** "LITTLE GIRL'S BOOGIE" (2:38) [Rockland Music] A boogie woogie instrumental with a cute touch. Injected in breaks are familiar kiddie tunes simply tinkled out on a piano. Standout on this deck is a solid sax.

**CHARLIE "LITTLE JAZZ" FERGUSON**  
(Apollo 815)

**C+** "BEAN HEAD" (2:47) [Bess Music] Charlie "Little Jazz" Ferguson drives out a rhythmic instrumental complete with crowd shouts and handclapping.

**C+** "BIG 'G'" (2:26) Flip is a moderate-quick tempo showcase for Ferguson's talented sax.

**MYRTLE JACKSON**  
(Brunswick 84007)

**C+** "COME YE, DISCONSOLATE" (2:42) Myrtle Jackson's lovely voice etches a slow, tender, religious item. Organ makes some beautiful sounds.

**C+** "DO YOU LOVE MY JESUS" (2:27) A change of pace religious tune. Myrtle belts this side as the organ again is effective.

**JIMMY WILSON**  
(Big Town 101)

**B** "TIN PAN ALLEY" (2:41) Jimmy Wilson sings a slow blues with feeling and excitement. An eerie guitar along with the balance of the All Stars make this a strong mood piece.

**C+** "BIG TOWN JUMP" (2:37) The lower plate is a quick moving bounce that the boys give a merry ride. An exciting piece.

**WARD SINGERS**  
(Savoy 4044)

**B** "SINCE I FOUND THE LIGHT" (2:37) [Savoy] The Ward Singers belt out a spirited and fast moving religious number. The group chants movingly and with excitement. A good gospel disk.

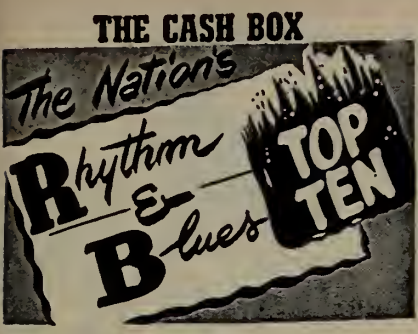
**C+** "I JUST CAN'T MAKE IT MYSELF" (2:36) [Savoy] The Wards etch a slow tempo religious tune on the flip deck. The singers get a good sound and inject zest into their reading.

**STICK McGHEE**  
(Atlantic 991)

**B** "NEW FOUND LOVE" (2:41) Stick McGhee and His Buddies come up with a bouncier and lively item that will please. Should get a good juke box reaction.

**B** "MEET YOU IN THE MORNING" (2:18) A go-go wildie with Stick and his aggregation driving from the opening note.





- 1

HOUND DOG

Willie Mae Thornton

(Peacock 1612)
- 2

MAMA, HE TREATS YOUR DAUGHTER MEAN

Ruth Brown

(Atlantic 986)
- 3

CRAWLIN'

The Clovers

(Atlantic 989)
- 4

RED TOP

King Pleasure

(Prestige 821)
- 5

BEAR CAT

Rufus Thomas

(Sun 181)
- 6

LET ME GO HOME, WHISKEY

Amos Milburn

(Aladdin 3164)
- 7

I'M MAD

Willie Mabon

(Chess 1538)
- 8

GOIN' TO THE RIVER

Fats Domino

(Imperial 5231)
- 9

HITTIN' ON ME

Buddy Johnson

(Mercury 70116)
- 10

DAUGHTER, (THAT'S YOUR RED WAGON)

Swinging Sax Kari

(United 115)

## Essex Records Opens New Plant & Offices

PHILADELPHIA—Dave Miller of Essex Records has announced the opening of his new pressing plant and offices in the former Crescent Theater Building in this city. Ten presses are now working with more coming in. Capacity of the plant will be 20,000 records per day. Miller also said that he has facilities for milling his own compound.

Miller reported this week also that two of his releases are creating a great deal of excitement. One is the Bill Haley waxing of "Crazy, Crazy Man" on which he estimates he has shipped 80,000 with 20,000 back-ordered. The other is the new Dick Lee record of "All I Want Is A Chance." Miller reports terrific disk jockey reaction with orders beginning to pour in.

### Savoy In EP Field

NEW YORK—Herman Lubinsky has announced that Savoy Records has gone into the EP field featuring blues, jazz and standards from its catalogue with great success. Releasing 16 pieces, Savoy reports the shipping of 48,000 sets. Based on this reaction, Lubinsky is upping the releases of EP to 60 and is planning to do 150 more.

To further enhance the deal for his distributors, he is making the price 8% lower than his competitors.

### Victor R & B Disk Hits

NEW YORK — RCA Victor has come up with what could develop into one of the strongest R & B disks it has had in a long time. "I Wanna Know," by the Du Droppers, has stirred up quite a bit of action in Washington, Philadelphia, Detroit, New York, Pittsburgh and Chicago according to reports coming in.

NEW YORK—In a smart publicity move last week, MGM sent around one of the lovely show girls from "I Love Melvin" to promote the album. In the left column, she is shown, from top to bottom, with Jerry Marshall of WNEW; Don Russell of Dumont TV; and The Continental of WMGM. In the right column: Ted Brown of WMGM; Bob Austin of The Cash Box; and Jack Lacy of WINS.

## Contactmen Changes: Shiffman, Fein, Sadoff In New Positions

NEW YORK—Several changes took place among contactmen in New York firms last week.

Jack Shiffman was appointed by Gene Aberbach of Hill and Range to head a new BMI Music firm which Hill and Range is forming. Shiffman has been with the Aberbach publishing companies as a contactman for the past 4½ years. He has worked on many hit songs and having expressed his desire to work on his own, he has been given this opportunity. As yet, no name has been selected for the firm.

Last week also Hal Fein, who had been professional manager of Republic and World Music for four years, left to join Happy Goday in Goday Music on a partnership arrangement. Fein will be responsible for mechanicals on the east coast while Goday will concentrate on the west coast. First recorded tunes to be worked on will be a Gordon Jenkins release of "One Wild Oat" and a new Dolly Dawn record currently breaking out on Jubilee "Oodle-I-Ay."

At Republic Music meantime, plans for expansion are being set with a new general professional manager to be announced shortly.

Finally, it was announced last week that Bob Sadoff had joined Theodore Presser Music, one of the oldest music firms in the business with headquarters in Philadelphia. The firm had been specializing in educational and standard music. Sadoff will handle the pop division placing several songs of his own as well as those from the catalogue.

## George Paxton Acquires "11th Hour Theme"

NEW YORK—George Paxton of Paxton Music announced the acquisition this week of the theme song of The Late Show, heard on CBS-TV, "The 11th Hour Theme." An interesting aspect attached to the buying of the song was that calls had been coming into Paxton's office for copies for some months and he wondered why. In checking, he found that the song was owned by W. Paxton Ltd of London and the label on the record was Paxton Records.

Disks being set include Tony Matola on MGM and Bill Snyder on Decca.

## Wicks On Goodman Tour Flack

NEW YORK — Publicity for the Goodman-Armstrong tour, which has gotten off to a fast start, is being handled by Virginia Wicks while advance road work is being done by Nat Shapiro.

Just Released

EDNA GALIMON COOKE

"AMEN"

b/w

"HE'S SO GOOD"

Republic # 7040

Republic Recording Co.

NASHVILLE, TENN.

"I'M MAD"

*Willie Mabon sings*

Willie Mabon

Chess-1538

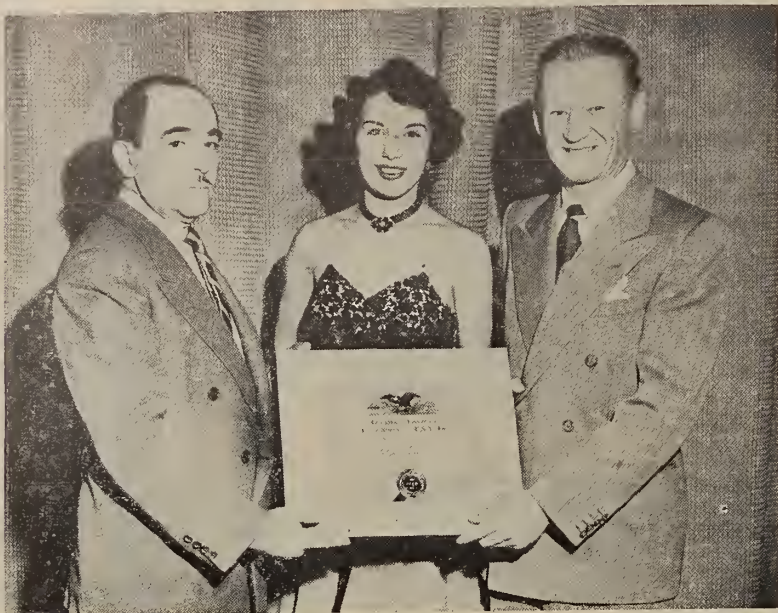
CHESS

RECORD CORP.

750 E 49th ST. CHICAGO, ILL.



# Ambassador Kaye



**Standard Songs  
are MONEY MAKERS!**

**"BE MY LITTLE BABY  
BUMBLE BEE"**

DORIS DAY—Columbia  
BENAY VENUTA—Mercury  
BOB CROSBY—Columbia

Pub. by REMICK MUSIC CORP.

**MUSIC PUBLISHERS HOLDING CORP.  
NEW YORK, N. Y.**

Bandleader Sammy Kaye receives a Pan-American citation from Hernando Ramirez, executive director of the Latin American Chamber of Commerce for cementing good relations with Latin America with his recording "Dance Of Mexico." Peggy Powers, vocalist with the Sammy Kaye orchestra, whose real name is Maria Carmen de la Cruz de Diaz de Zamorra de Montoya, joins in the presentation.

**NEWS that's UP-TO-THE-MINUTE  
REVIEWS of the LATEST RECORDS  
CHARTS compiled EVERY WEEK  
ADS from LEADING RECORD FIRMS,  
ARTISTS and PUBLISHERS**

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## THE CASH BOX

# FOLK & WESTERN DISK JOCKEY

## REGIONAL RECORD REPORTS



**Cousin Johnny**  
WNLC—New London, Conn.  
1. Kaw-Liga (Hank Williams)  
2. Your Cheatin' Heart (Hank Williams)  
3. What Will I Do (Roy Acuff)  
4. Mexican Joe (Jim Reeves)  
5. No Help Wanted (Carlisle's)  
6. Korr-a-Mud (Elton Britt)  
7. I'll Go On Alone (Marty Robbins) (Webb Pierce)  
8. Landslide Of Love (M. S. Striner)  
9. The Last Waltz (Webb Pierce)  
10. Condemned Wit'out Trial (Eddy Arnold)

**Uncle Joe Johnson**  
WPAQ—Mount Airy, N. C.  
1. No Help Wanted (Carlisle's)  
2. Don't Let Your Sweet Love Die (Mac Wiseman)  
3. Kaw-Liga (Hank Williams)  
4. Going Like Wildfire (Mac Wiseman)  
5. Flint Hill Special (Fester & Earle)  
6. Going Steady (Faron Young)  
7. You're Sweeter Than Honey (Mac Wiseman)  
8. Till I Waltz Again With You (Tommy Sosebee)  
9. That's Me Wit'out You (Sonny James)  
10. Little Brown Hand (J. Eanes)

**Rosalie Allen**  
WOV—New York, N. Y.  
1. Your Cheatin' Heart (Hank Williams)  
2. No Help Wanted (Carlisle's)  
3. A Fool Such As I (H. Snow)  
4. Eddy's Song (Eddy Arnold)  
5. Kaw-Liga (Hank Williams)  
6. I Couldn't Keep From Crying (Marty Robbins)  
7. That's Me Wit'out You (Webb Pierce)  
8. Seven Lonely Days (Pinetoppers)  
9. Hit Toddv (Red Foley)  
10. Side By Side (Allen & Britt)

**Skip-A-Long Hathaway**  
KUGN—Eugene, Ore.  
1. Cannonball Yodel (E. Britt)  
2. I'm Sitting On Top Of The World (B. Wills)  
3. I Can't Take It Wit' Me (Curtis Kirk)  
4. Hank, It Will Never Be The Same (Ernest Tubbs)  
5. No Help Wanted (Ernest Tubbs & Red Foley)  
6. If They Should Ask Me (Wade Ray)  
7. I Could Cry (Jim Reeves)  
8. I Can't Lie To Myself (Bob Nolan)  
9. My Heart Is Free Again (Curley Wiggins)  
10. Kaw-Liga (Hank Williams)

**Chuck Thompson & Elmer**  
WFOR—Hattiesburg, Miss.  
1. Hound Dog (Billy Starr)  
2. Picking Sweethearts (J. Dean)  
3. I Couldn't Keep From Crying (Marty Robbins)  
4. Mexican Joe (Jim Reeves)  
5. I'm Such A Fool About You (Ed Camo)  
6. Peace! Be Still (Johnny Bond)  
7. I Love You Too Much (Swan)  
8. Red Top (Jimmy Widner)  
9. Powerful Love (W. Raney)  
10. If They Should Ask Me (Wade-Ray)

**Paul Kallinger**  
XERE—Del Rio, Tex.  
1. That's Me Wit'out You (Webb Pierce)  
2. Kaw-Liga (Hank Williams)  
3. The Last Waltz (Webb Pierce)  
4. Waiting For A Letter (Goldie Hill)  
5. Going Steady (Faron Young)  
6. Eddy's Song (Eddy Arnold)  
7. I'll Go On Alone (W. Pierce)  
8. Powerful Love (W. Raney)  
9. Somebody Else's Heartache (Sonny James)  
10. Let Me Know (S. MacDonald)

**Art Barrett**  
WSAP—Portsmouth, Va.  
1. Broken Wings (Elton Britt)  
2. Screwball (Pee Wee King)  
3. That's It (Porter Wagoner)  
4. After You Leave (M. Robbins)  
5. No Help Wanted (Carlisle's)  
6. So Long (Moon Mullican)  
7. Goin' Steady (Faron Young)  
8. Till I Waltz Again With You (Gore & Wright)  
9. Sally (Red Foley)  
10. Somebody Else's Heartache (Sonny James)

**Burt Beck**  
WSOU—South Orange, N. J.  
1. Sweet Little Cherokes (Korrr Roberts)  
2. Broken Wings (E. Britt)  
3. I Called Your Name (J. Ford)  
4. Hound Dog (Billy Starr)  
5. Knot-hole (Carlisle's)  
6. Mexican Joe (Jim Reeves)  
7. Rain Or Shine (T. Bill Strength)  
8. Neon Love (Jimmy Davis)  
9. Too Young To Tango (Sunshine Ruby)  
10. So Do I (Gene Sterling)

**Ramblin' Lou**  
WJLL—Niagara Falls, N. Y.  
1. No Help Wanted (Carlisle's)  
2. Your Cheatin' Heart (Hank Williams)  
3. That's Me Wit'out You (Webb Pierce)  
4. Crying Steel Guitar (K. Wells)  
5. Kaw-Liga (Hank Williams)  
6. Picking Sweethearts (Hawshaw Hawkins)  
7. Don't Play That Song (Porter Wagoner)  
8. Honeymoon Or A Rocket Ship (Hank Snow)  
9. I'll Go On Alone (M. Robbins)  
10. Clinch Mountain Waltz (W. Lee-S. Cooper)

**Fred Wamble**  
WLBS—Birmingham, Ala.  
1. I Couldn't Keep From Crying (Marty Robbins)  
2. Slaves Of A Hopeless Love (Red Foley)  
3. Somebody Else's Heartache (Sonny James)  
4. The Last Waltz (Webb Pierce)  
5. Knot-hole (Carlisle's)  
6. Seven Lonely Days (B. Lou)  
7. I Haven't Got The Heart (Webb Pierce)  
8. Kaw-Liga (Hank Williams)  
9. Mexican Joe (Jim Reeves)  
10. After You Leave (M. Robbins)

**Sheriff Tex Davis**  
WLOW—Norfolk, Va.  
1. Till I Waltz Again With You (Gore & Wright)  
2. That's Me Wit'out You (Webb Pierce)  
3. Your Cheatin' Heart (Hank Williams)  
4. Going Steady (Faron Young)  
5. No Help Wanted (Carlisle's)  
6. I Haven't Got The Heart (Webb Pierce)  
7. Kaw-Liga (Hank Williams)  
8. Bring Your Sweet Self Back To Me (Lefty Frizzell)  
9. That's Alright (Autry Inman)  
10. You're A Real Good Friend (Foley & Tubbs)

**Elmer Snodgrass**  
WAKE—Greenville, S. C.  
1. Going Steady (Faron Young)  
2. Your Cheatin' Heart (Hank Williams)  
3. Till I Waltz Again With You (Tommy Sosebee)  
4. My Love Would Fill 10 Pots (Jack Cardwell)  
5. If God Can Forgive You (Charlie Gore)  
6. Blame Those Eyes (Adichson)  
7. I Couldn't Keep From Crying (Marty Robbins)  
8. No Help Wanted (Carlisle's)  
9. Walk Me By The River (Lulu & Scotty)  
10. Under Arrest (Ray Price)

**Joe Morris**  
WKDK—Newberry, S. C.  
1. Kaw-Liga (Hank Williams)  
2. Goin' Steady (Faron Young)  
3. Your Cheatin' Heart (Hank Williams)  
4. No Help Wanted (Carlisle's)  
5. A Fool Such As I (H. Snow)  
6. I Haven't Got The Heart (Webb Pierce)  
7. Mexican Joe (Jim Reeves)  
8. That's Me Wit'out You (Sonny James)  
9. I Couldn't Keep From Crying (Marty Robbins)  
10. The Last Waltz (Webb Pierce)

**Slim Lay**  
WHBS—Huntsville, Ala.  
1. No Help Wanted (Carlisle's)  
2. I'll Go On Alone (M. Robbins)  
3. Mexican Joe (Jim Reeves)  
4. The Last Waltz (Webb Pierce)  
5. Bumping Around (T. T. Tyler)  
6. Rambling Man (H. Williams)  
7. Your Cheatin' Heart (Hank Williams)  
8. Back Street Affair (K. Wells)  
9. Seven Lonely Days (B. Lou)  
10. Going Steady (Faron Young)

**Tom Edwards**  
WERE—Cleveland, Ohio  
1. Kaw-Liga (Hank Williams)  
2. The Last Waltz (Webb Pierce)  
3. Going Steady (Faron Young)  
4. That's Me Wit'out You (Webb Pierce)  
5. I Couldn't Keep From Crying (Marty Robbins)  
6. Knot-hole (Carlisle's)  
7. Playing Dominoes (Jim Do'an)  
8. Broken Wings (Elton Britt)  
9. Hank's Song (Merlin Husky)  
10. Mexican Joe (Billy Walker)

**Happy-Ison**  
WORZ—Orlando, Fla.  
1. Kaw-Liga (Hank Williams)  
2. Going Like Wildfire (Mac Wiseman)  
3. A Fool Such As I (H. Snow)  
4. Till I Waltz Again With You (Charlie Gore)  
5. That's Me Wit'out You (Webb Pierce)  
6. Death Of Hank Williams (Jack Cardwell)  
7. Knot-hole (Carlisle's)  
8. No Help Wanted (Carlisle's)  
9. Honey (Autry Inman)  
10. Under Arrest (Ray Price)

**Tommy Sutton**  
WING—Dayton, Ohio  
1. Kaw-Liga (Hank Williams)  
2. The Lord Will Make A Way (Trace Trio)  
3. I Couldn't Keep From Crying (Marty Robbins)  
4. Tied Down (Roy Acuff)  
5. You're A Real Good Friend (Foley & Tubbs)  
6. That's Me Wit'out You (Webb Pierce)  
7. A Fool Such As I (H. Snow)  
8. Back Street Affair (W. Pierce)  
9. Sweet Music (Bob Newman)  
10. River Of Tears (York Bros.)

**Ray "Duck" Atkins**  
WAYS—Charlotte, N. C.  
1. Your Cheatin' Heart (Hank Williams)  
2. Knot-hole (Carlisle's)  
3. That's Me Wit'out You (Sonny James)  
4. Going Steady (Faron Young)  
5. No Help Wanted (Thompson)  
6. The Family Who Prays (Lovine Bros.)  
7. Going Like Wildfire (Mac Wiseman)  
8. Just For Tonight (Johnnie & Jack)  
9. Red Light (Merrell Moore)  
10. Cotton Picking Boogie (Merl Lindsay)

**Slim King**  
WFBC—Greenville, S. C.  
1. No Help Wanted (Carlisle's)  
2. Your Cheatin' Heart (Hank Williams)  
3. Till I Waltz Again With You (Tommy Sosebee)  
4. I'll Go On Alone (M. Robbins)  
5. I Haven't Got The Heart (Webb Pierce)  
6. Don't Let The Stars Get In Your Eyes (Homer & Jethro)  
7. Feelin' Low (Cowboy Copas)  
8. Eddy's Song (Eddy Arnold)  
9. You Always Hurt The One You Love (Eddy Arnold)  
10. When I Stop Lovin' You (Ken Marvin)

**Tom 'n' Jack**  
WKAB—Mobile, Ala.  
1. I Couldn't Keep From Crying (Marty Robbins)  
2. My Love For You (Cardwell)  
3. The Last Waltz (Webb Pierce)  
4. Call Me Up (Wade Ray)  
5. Somebody Else's Heartache (Sonny James)  
6. Mexican Joe (Billy Walker)  
7. Kaw-Liga (Hank Williams)  
8. Till I Waltz Again With You (Gore & Wright)  
9. Death Of Hank Williams (Jack Cardwell)  
10. Call Of The Wild (M. Robbins)

**Carl J. Swanson**  
WRUN—Utica, N. Y.  
1. Stolen Waltz (Dick Thomas)  
2. NC-4 March (Bob Roberts)  
3. Last Letter (Jimmie Swan)  
4. Cryin' Steel Guitar (S. Long)  
5. Picking Sweethearts (Hawshaw Hawkins)  
6. Eddy's Song (Eddy Arnold)  
7. No Help Wanted (Carlisle's)  
8. Guitar Polka (Rosalie Allen)  
9. Seven Lonely Days (Meehan)  
10. Mexican Joe (Jim Reeves)



## THE CASH BOX

Reports

THE NATION'S

BIG 10

HILLBILLY,  
FOLK & WESTERN  
JUKE BOX TUNES

## 1 KAW-LIGA

Hank Williams

(MGM 11416; K-11416)

## 2 NO HELP WANTED

The Carlises

(Mercury 70028;  
70028x45)3 YOUR CHEATIN'  
HEART

Hank Williams

(MGM 11416; K-11416)

## 4 MEXICAN JOE

Jim Reeves

(Abbott 115; 45-115)

5 I COULDN'T KEEP  
FROM CRYING

Marty Robbins

(Columbia 21075; 4-21075)

## 6 A FOOL SUCH AS I

Hank Snow

(RCA Victor 20-5034;  
47-5034)

## 7 I'LL GO ON ALONE

Webb Pierce

(Decca 28534, 9-28534)

## 8 EDDY'S SONG

Eddy Arnold

(RCA Victor 20-5108;  
47-5108)

## 9 LAST WALTZ

Webb Pierce

(Decca 28594; 9-28594)

## 10 BUMMING AROUND

T. Texas Tyler

(Decca 28579; 9-28579)

Congressman Introduces Bill For  
Annual National Hillbilly DayCLIFF RODGERS, WHKK, AKRON, OHIO, and  
CONGRESSMAN WINSTEAD

WASHINGTON, D. C.—Congressman Arthur Winstead of Mississippi has recently introduced a bill in Congress to officially designate May 26th of each year as National Hillbilly Day.

The bill is now in the hands of a committee consisting of William McCulloch, Ohio; George Meador, Michigan; Laurence Curtis, Massachusetts; Frank L. Chelf, Kentucky; Woodrow W. Jones, North Carolina; Byron G. Rogers, Colorado.

It is the belief of Congressman Winstead that such a day should be set aside in honor of the thousands of singers and composers who promote this type of music, the only real, down-to-earth American music in existence.

Cliff Rodgers, nationally known disc jockey, song writer and promoter of hillbilly music for the past 20 years, made a special trip to Washington, D. C., to talk to Congressman Winstead and to lend his support to the proposed plan. Cliff is pictured with the Congressman in his office looking at a portion of the hundreds of pieces of mail received when an appeal was made to WHKK listeners in Akron, Ohio to support the idea.

Everyone interested in having this bill passed is urged to write to any of the above mentioned Congressmen.

Valley Signs Darrell Glenn, Texas  
Star; First Disk To Be Issued May 1

NASHVILLE, TENN. — Darrell Glenn, youthful Texas star of television and radio, has been signed as a recording artist by Valley Publishers, and the new Knoxville recording and publishing firm will release his first record about May 1.

The 17-year-old Texan is winner of a Bob Wills amateur talent contest for the states of Texas, Oklahoma, Kansas and Louisiana. He was the star of his own radio show over WACO in his home town of Waco, Texas, when 13 years old. He now is a regular on the Bewley Barn Dance weekly TV show, WBAP, Forth Worth, and is a frequent performer on the Big D Jamboree of Dallas.

Darrell is the son of Artie Glenn, of the Rhythm Riders, and does the vocals on tunes written by his father, with the Rhythm Riders providing the musical accompaniment. First Glenn release by Valley is "Crying in the Chapel," a song of the "Peace in the Valley" type, backed with "Hang Up That Telephone," a novelty number.

The record has been previewed by three of the nation's top-ranking disc jockeys and they unanimously predict an outstanding career for the 17-year-

old "veteran." Valley has received orders from Texas for the Glenn record three weeks in advance of the pressing date, and a chapel and stage setting are being constructed in Forth Worth for a television show scheduled for the release date of "Crying in the Chapel."

Darrell, in addition to being Bob Wills' protege, has been given a helping hand by some of the nation's top artists, including Hank Thompson, Tex Ritter, and Sons of the Pioneers. He has been hanging around his father's band since a mere toddler. His father spent a year in writing "Crying in the Chapel," the song Darrell does for Valley.

Darrell is a senior at Tech High School, Forth Worth. He has been active in sports in junior high school, participating in football, baseball and track. He now has forsaken sports to apply himself seriously to the study of the guitar and reading music.

The Rhythm Riders who give him backing in the Valley release include Billy Hudson, guitarist; Royce Cannon, pianist; Ray Yates, rhythm guitarist; and Artie Glenn, bass.

## Eddy Arnold To Play The Sahara In Las Vegas

LAS VEGAS, NEV.—Eddy Arnold heads an all-star western musical production at Hotel Sahara in Las Vegas May 5-18. Selection of the RCA-Victor recording artist for the important Hellsboro celebration time is in line with the Sahara's policy of presenting America's top names in show business.

Sahara's orchestra is working on music of the songs which made Eddy Arnold famous, and guests during May 5-18 will hear the complete array of his numbers. Several acts and the hotel's dancing line will follow a show theme supporting the ballad singer.

On hand will be The Dickens Sisters, Hank Garland, Roy Wiggins and others.

Current releases on RCA-Victor by Eddy Arnold include "You Always Hurt The One You Love," "I'm Gonna Lock My Heart," "Moonlight and Roses," and "The Missouri Waltz."

Eddy Arnold is one of the nation's great recording artists to date having sold approximately 20 million disks. As a radio star he is currently heard on 518 stations coast to coast. His "Eddy Arnold Show" has been sponsored by, Purina Mills for nine years.

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FROM  
King  
AND  
Federal  
RECORDS

## Popular

THE GLOBE  
TROTTERSSATAN TAKES A HOLIDAY  
DARKTOWN STRUTTERS'  
BALL 1188 and 45-1188

## BONNIE LOU

SCRAP OF PAPER  
DANCIN' WITH SOMEONE  
1213 and 45-1213

## TOMMY PRISCO

LOVE FOR LOVE  
NOW I KNOW  
1178 and 45-1178

## Folk/Western

## BONNIE LOU

SEVEN LONELY DAYS  
OUT OF REACH  
1192 and 45-1192

## WAYNE RANEY

BETRAYED WALTZ  
FALLING  
1187 and 45-1187

## JIMMIE OSBORNE

NAG, NAG, NAG  
I'M SCARED TO GO HOME  
1193 and 45-1193CHARLIE CORE &  
LOUIE INNISMEXICAN JOE  
(YOU AIN'T NOTHIN' BUT  
A FEMALE) HOUND DOG  
1212 and 45-1212

## Rhythm/Blues

## TINY BRADSHAW

SOFT  
STRANGE  
4577 and 45-4577

## ROY BROWN

GAMBLIN' MAN  
MISTER HOUND DOG'S IN  
TOWN 4627 and 45-4627

## WYNONIE HARRIS

WASN'T THAT GOOD  
MAMA YOUR DAUGHTER'S  
DONE LIED ON ME  
4620 and 45-4620

## Federal

## LITTLE ESTHER

HOUND DOG  
SWEET LIPS  
12126 and 45-12126LITTLE WILLIE  
LITTLEFIELDK. C. LOVING  
PLEADING AT MIDNIGHT  
12110 and 45-12110

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**JIM REEVES**  
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**U. S. DEFENSE BONDS**  
 NOW EVEN BETTER

**THE CASH BOX**  
**THE 10 TOP FOLK & WESTERN Best Sellers**  
 COMPILED BY JACK "ONE SPOT" TUNIS

1. KAW-LIGA  
Hank Williams (MGM 11416; K-11416)
2. NO HELP WANTED  
The Carlisles (Mercury 70028; 70028 x 45)
3. YOUR CHEATIN' HEART  
Hank Williams (MGM 11416; K-11416)
4. A FOOL SUCH AS I  
Hank Snow (RCA Victor 20-5034; 47-5034)
5. I'LL GO ON ALONE  
Webb Pierce (Decca 28534; 9-28534)
6. THAT'S ME WITHOUT YOU  
Webb Pierce (Decca 28534; 9-28534)
7. DON'T LET THE STARS GET IN YOUR EYES  
Homer & Jethro (RCA Victor 20-5214; 47-5214)
8. EDDY'S SONG  
Eddy Arnold (RCA Victor 20-5034; 47-5034)
9. GOIN' STEADY  
Faron Young (Capitol 2299; F-2299)
10. LAST WALTZ  
Webb Pierce (Decca 28594; 9-28594)

**FOLK AND WESTERN REVIEWS**

DISK A SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCRE

**BULLSEYE of the WEEK**

"TAKE THESE CHAINS FROM MY HEART" (2:35)  
 [Milene Music]  
 "RAMBLIN' MAN" (2:58)  
 [Acuff-Rose]  
**HANK WILLIAMS**  
 (MGM 11479)

● Another Hank Williams release, and ops, you know what that means. The avalanche of orders that swept up everything Williams ever did has not abated and it is certainly safe to say that this disk will be bought and played in large numbers. The upper deck, "Take These Chains From My Heart," is a slow romantic ballad sung by the artist with a great deal of feeling and warmth. A certain pop item. The coupling, is a re-issue of a tune written by Hank and released under his other title. "Luke The Drifter." Titled "Ramblin' Man," the tune is a slow dramatic number tenderly and hauntingly sung. Hank is in wonderful voice as he yodels his inability to settle down. Sadness in his voice is evident and more haunting in view of the listeners' knowledge of the singer's recent death.

"HEY MR. COTTON PICKER" (2:19) [Laurel Music]  
 "THREE THINGS" (3:00)  
 [Starlight Songs]  
**TENNESSEE ERNIE**  
 (Capitol 2443)

● Tennesse Ernie comes up with a catchy item that has the quality, novelty and charm to break into the magic circle of hits. Titled, "Hey Mr. Cotton Picker," the tune is a gay and rhythmic bounce with fetching lyrics about a cotton picker. The atmosphere is light hearted, Ernie's gay reading and guitar backing is colorful and effective. We see this side as a definite strong contender for pop honors and would advise ops in almost any location to go with it. The under lid is another good deck. "Three Things" is a changing tempo piece that starts slow then moves to quick and back to slow. A strong gypsy flavor and a melodic tune. The chanter does a dramatic job on this etching. A good coupling with the nod to the upper deck.

**MOON MULLICAN**  
 (King 1193)

**B** "RHEUMATISM BOOGIE" (2:21) [May-Kay] Moon Mullican chants a rhythmic middle beat boogie in which a sax is employed in the background to give it the r & b kick.  
**B** "ROCKET TO THE MOON" (2:23) [Jay & Cee] The flip is a rhythmic bounce chanted smoothly and with personality. Two interesting sides, with the sax again employed on this side.

**PAUL and ROY**  
 (Mercury 70121)

**B** "DON'T EVER TELL ME" (2:03) [Delta Music] Paul & Roy work over a racing tempo romantic lament and come up with a good disk. The Tennessee River Boys provide ample string support.  
**B** "WICKED LOVE" (2:32) [Tannen Music] The boys, with a middle beat Latin tempo ditty, etch a swaying romantic lament smoothly.

**MR. SUNSHINE**  
 (MGM 11460)

**B** "HOME FOR THE AGED" (2:36) [Acuff-Rose] Mr. Sunshine sings the sorrowful story of the forsaken mother. Sunshine's warm and sentimental reading lends much to the disk and it should catch a goodly share of the plays.  
**B** "I'M JUST A LUCKY GUY" (2:38) [Acuff-Rose] The chanter changes his mood on the under lid and sings softly and happily against a simple string backdrop.

**BILLY WALKER**  
 (Columbia 21085)

**B** "YOU HAVE MY HEART NOW" (2:31) [Peer International Corp.] Billy Walker employs his polished vocal tricks as he waxes a slow tender tune with warmth. Strings support the artist.  
**B** "MEXICAN JOE" (2:41) [American Music] Walker sings the current western hit in top-flight fashion. Jim Reeves version on Abbott label already kicking up a fuss, but this one is well done and could sell.

**JOHNNIE LEE WILLIS**  
 (RCA Victor 50-5243)

**B** "TEN LITTLE BLUEBIRDS IN MY LAPEL" (2:27) [Alamo Music] With the Johnnie Lee Willis aggregation handling the instrumental and Curley Lewis dishing up the lyrics the boys etch a lively middle-quick effort with a cute story.  
**C+** "OO OOOH DADDY" (2:28) [Manning House] The flip is a slow bounce with Cotton Thompson chipping in with a light hearted yodel. A pleasant ditty.

**LONZO AND OSCAR**  
 (Decca 28624)

**B** "BABY ME BABY" (2:35) [Tannen Music] The pair deviate a bit from their usual hilarious treatments to deliver a fairly straight reading of a light romantic item. A quick beat capably handled.  
**B** "SKUNK SKIN BRITCHES" (2:10) [Forrest Music] A fast moving ditty with fetching lyrics. On the humorous side, but more restrained than the sides usually delivered. Pleasing and good for a chuckle.

**GENE STERLING**  
 (Vogue 1022)

**C+** "CRYBABY BABY" (2:15) [J. R. Ranch Music] Gene Sterling warbles a moderate tempo romantic piece with nasal treatment. Gene chants well against a musical backdrop set up by J. R. Ranch Sweethearts.  
**C+** "SO DO I" (2:25) [J. R. Ranch Music] The under lid is a slow sad love tune sung with ease and sentiment by Sterling.

**CURT HINSON**  
 (Carolina 1001)

**C+** "LET'S SEE YOU SMILE" (2:38) [Meyers Music] Curt Hinson delivers an easy and pleasing vocal of a moderate tempo romantic item.  
**C+** "DEEP DOWN IN MY HEART" (2:39) The under end is a lovely slow love ditty sung warmly by Hinson. Strings back the artist on both decks.

2 HITS ON 1 RECORD BY...  
**PEE WEE KING**  
**"SCREWBALL"**  
*flip side*  
**"LAST NIGHT ON THE BACK PORCH"**  
 RCA VICTOR - 20/47-5260



**THE TEN FOLK AND WESTERN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK**

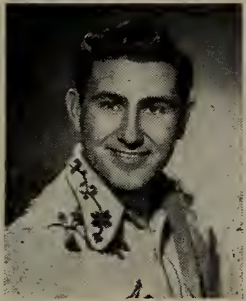
1. NO HELP WANTED.....The Carlisles (Mercury)
2. KAW-LIGA .....Hank Williams (MGM)
3. YOUR CHEATIN' HEART.....Hank Williams (MGM)
4. THAT'S ME WITHOUT YOU.....Webb Pierce (Decca)
5. TILL I WALTZ AGAIN WITH YOU...Tammy Sosebee (Coral)
6. MEXICAN JOE .....Jim Reeves (Abbott)
7. THE LAST WALTZ.....Webb Pierce (Decca)
8. GOIN' STEADY.....Faron Young (Capitol)
9. I COULDN'T KEEP FROM CRYING...Marty Robbins (Columbia)
10. A FOOL SUCH AS I.....Hank Snow (RCA Victor)



## THE CASH BOX FOLK and WESTERN ROUNDUP

Carl Story and his Rambling Mountaineers, veteran quartet group for Mercury, will do their first session for Columbia on May 11th in Nashville. Story's group is currently heard over WAYS Charlotte, N. C. and features Claude Boone, Red Rector and Ray Atkins.

Jim Reeves (Abbott) has the Red River Round-Up dj show over KWKH, Shreveport, Monday through Friday from 11:30 P.M. to 1:00 A.M. Reeves, a featured artist on the Louisiana Hayride did a guest spot on Cowtown Round-Up with Al Turner and Dean Turner over KWBC on April 17th and on April 18th guested on the Big "D" Jamboree, KRDL, in Dallas.



WEBB PIERCE

Red Sovine (MGM) is now featuring Slim Sutterry, formerly at WMT Cedar Rapids, Iowa, Jimmy Hayes, Hank Cabra and Ray Lickie. Darrell Glenn (Valley) is now being featured on the Bewley Flour and Seed Barn Dance Show over WBAP in Fort Worth, Texas. It is understood that Jeanette Hicks, soloist on KWKH did a session for Don Law and records will be released on the Okeh label. Johnny Harris, promoter of Odessa, Texas will have Goldie Hill (Decca) for the annual Rodeo celebration at Monohans, Texas on May 8th and 9th. Jerry Rowley, Port Arthur, Texas is being featured as soloist with the Johnny Horton group.

Tillman Franks reports that Jerry Glenn, 12 year old RCA Victor artist now has his new release out, called "I Claimed Jesus First". The youthful Victor artist does guest spots on the Louisiana Hayride. O.K. (Mac) Makela, manager of Slim Whitman (Imperial)

reports that Whitman has just finished a highly successful tour of several states in the North east, including a sellout appearance at Symphony Hall in Boston. Makela also reported that Whitman set a new record at Providence, Rhode Island. Whitman's tour was promoted by Jim Small, WCOP, Boston. The Imperial artist is set for a West Coast tour around May 1st with MCA.

Johnnie & Jack (RCA Victor) and Kitty Wells (Decca) are set to guest on the Big "D" Jamboree this Saturday (April 25th) after group's appearance at the Ball Room in San Diego, according to acts manager, Frankie More. Stan Lewis, of Stan Lewis Record Shop, Shreveport reports that Claude King on Art Rupe's Specialty label is finding a very good sales market in his area with his dishing of "Got The World By The Tail". King is featured on the CBS portion of the KWKH Louisiana Hayride. Doris Land, 474 Clinton Street, Macon, Georgia is now fan club president for Del Wood the Republic label's keyboard artist. New fan club president for Johnny Horton (Mercury) is Dot Barnhart, Hughes Springs, Texas. Club president for Lonzo & Oscar is Regena Carr, 1912 Adelia Avenue, Nashville, Tennessee.

Word from Ray Atkins, folk & western dj at WAYS in Charlotte, N. C. says station will go TV in September. Atkins also says Merrell Moore's "Red Light" is taking in his area. Hoot Rains and Curley Herndon, featured with the Slim Whitman band did a session for themselves recently on the Imperial label. Bill Horne, sales rep for Gramophone Enterprises of Dallas is doing a good job of promoting folk and western music in his territory. Mary Watson, who manages the record department at Buckley's One Stop Record Service in Nashville, says that response to their one stop service has been excellent. Tom Perryman, Dj at KSIJ, Gladewater, Texas is now doing three hours of folk and western music from 9-12 Monday through Friday. Perryman has been with the station for four years and books and promotes the folk artists who visit his territory.



HANK SNOW

The Carlsles, handled by Tillman Franks, are still riding the popularity crest with their hit of "No Help Wanted" now being covered in three fields . . . the original country dishing, the pop field and the rhythm and blues field. Group's latest release "Knothole" is now showing up.

Hal Durham, WROL in Knoxville, Tenn., reports that Tabby West's new waxing of "Pretty Little Dedon" is meeting up with the approval of the fans in the station's broadcasting range.

Pvt. Faron Young was in Nashville for a few hours April 7. He came for a recording session with Capitol. Faron cut four records. The first to be released is entitled "What's The Use To Love You"—"I Can't Wait." Faron was recently in New York where he appeared on the Army Talent TV Show. It was at his colonel's and major's suggestion that he participated in the show. He sang "Goin' Steady" with a backing of a twenty-one piece orchestra. Not only did he bring down the house—he walked off with first prize. As a prize, Faron was taken on a whirlwind trip of New York where he visited the best night spots and cafes. During this round of clubs, he met many big name celebrities. He will soon be transferred to Washington, D. C. where with his own group of country and folk artists he will cut for Armed Forces Recruiting Shows.

It was a wonderful gesture on the part of the fellows who participated in the benefit show for Cousin Jody, Easter Sunday. The show netted approximately \$6,000.00. Present for the show were Ernest Tubbs, Red Foley, Moon Mullican, Webb Pierce, Hank Snow, Duke of Paducah, Ken Marvin, Ray Price, Eddie Hill, George Morgan and many others.

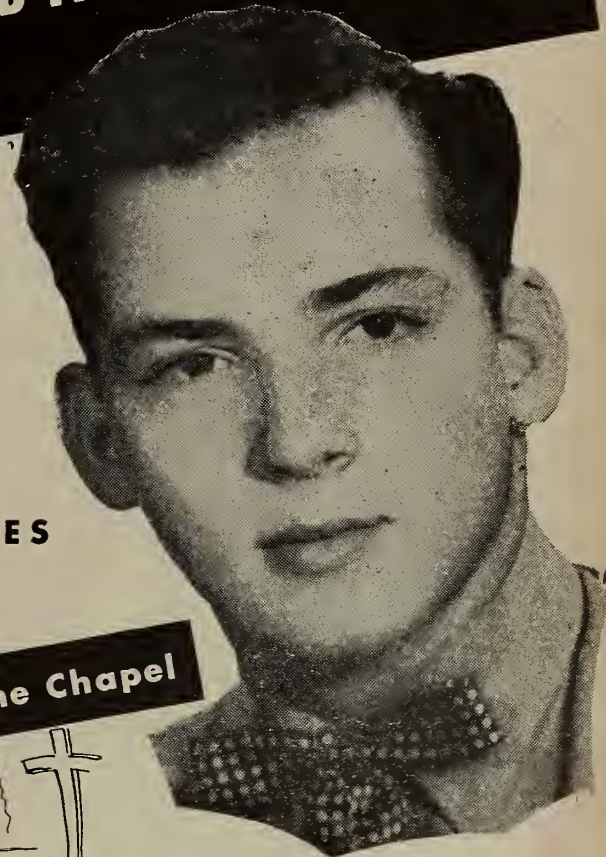
Webb Pierce is on a two weeks tour of New Mexico and Texas. Attendances at these personal appearances have been record-breaking and the tour has proven very successful. Much of this success can be attributed to his waxing of "I Haven't Got The Heart"—"The Last Waltz." Saturday, April 18th, Webb will be guest star at the Annual Dance at Louisiana State University in Baton Rouge, Louisiana.

Disk jockeys present at the Opry Saturday (April 11) were Bob Neal, WMPS, Memphis, Tennessee, Connie B. Gay, WARL, Arlington, Virginia, and Bill Lowery, WGST, Atlanta, Georgia.

## Valley records Present

# Darrell Glenn

## AND THE RHYTHM RIDERS



IN TWO  
NEW SIDES

Crying In The Chapel

Hang Up That Telephone

RECORD  
V-105

Valley Publishers, Inc.

BOX 10033, KINGSTON PIKE  
KNOXVILLE, TENNESSEE



LOOK AT THE RECORD...

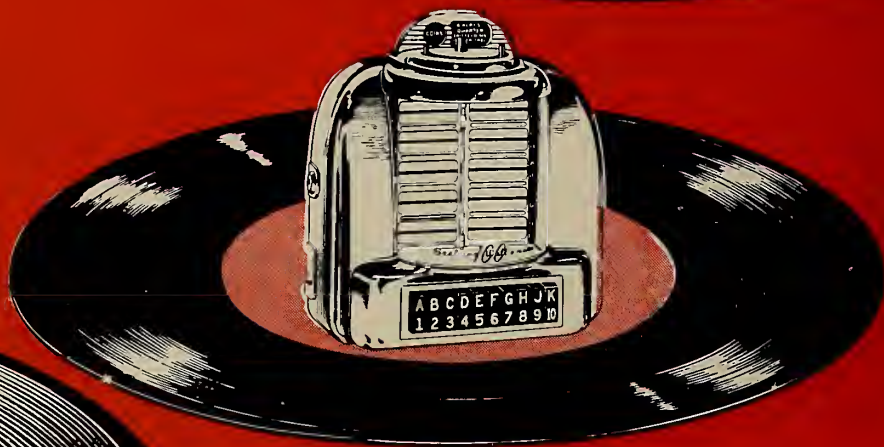
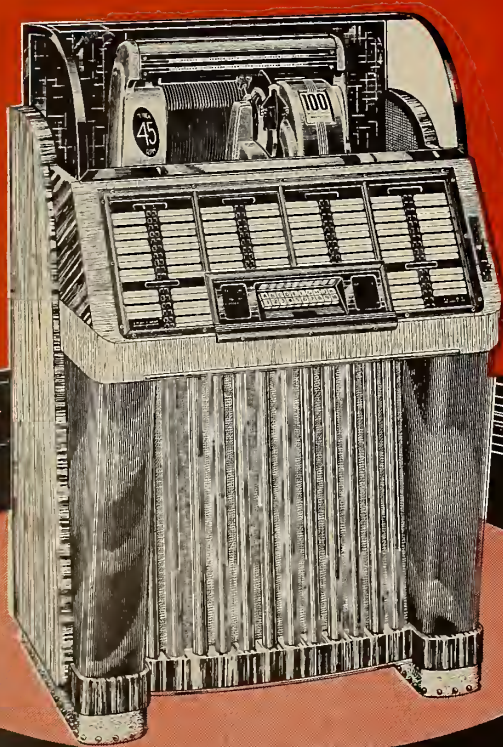
EVERYDAY MILLIONS OF PEOPLE LISTEN  
TO THE MUSIC OF THEIR CHOICE PLAYED ON...

# Select-o-matic

MUSIC SYSTEMS

EVERYDAY *Select-o-matic*

MUSIC SYSTEMS ARE SETTING NEW  
STANDARDS OF PERFORMANCE IN  
TENS OF THOUSANDS OF LOCATIONS



**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois



THE MOST WIDELY PUBLICIZED  
MECHANISM FOR THE PLAYING  
OF RECORDED MUSIC

**100** SELECTIONS AT  
THE PHONOGRAPH

**100** SELECTIONS ANYWHERE  
IN THE LOCATION





## McCarran Bill - Dirksen Bill:

# Who's Next ASCAP?

## Here and There

WASHINGTON, D. C.—The Government announced that it is not signing any more contracts for the purchase of copper "for the present." This action was taken, it was said, to "prevent added strain" on the present market. Copper is not in "too plentiful supply," it was stated. Copper supplies became tight after the decontrol by OPS. Foreign supplies are currently selling at 33c to 36.5c a pound, compared to 27.5c before the decontrol action.

NEW YORK, N. Y.—Two rags to riches stories of coin machine empires are told in the April 6 issue of Investor's Reader, a business publication. Accolades are piled high on Robert Z. Greene of Rowe Corp. and Jacob Beresin of ABC Vending.

NEW YORK, N. Y.—The upward trend in prices apparently has been recognized and accepted by the buying public for some time. According to an article which appeared in the New York Times on April 10, in line with the steadily rising cost of newspaper publishing there has been an increase in the number of 6, 7, and 10 cent daily newspapers and a drop in the number of those selling for a nickel, 2 cents or 3 cents a copy. In comparison with ten years ago only four daily papers are now selling for 2 cents a copy and only 33 for 3 cents. An increase of from 150% to 500% in ten years. Machine operators, facing the problem of raising prices in view of increased costs, are now moving in that direction.

NEW YORK, N. Y.—Further proof that nickels are no longer nickels. The New York City subway system, whose nickel fare was the subject of many long and acrimonious political hassles, and which finally capitulated and went to a dime when no longer able to sustain itself on the income from the devalued five cent piece, now faces the prospect of a sixteen to eighteen cent fare. This from a report made public by the Mayor's Committee on Management Survey. Add to this the prediction of President of the City Council, Rudolph Halley, that the fare will eventually reach 25 cents.

LONDON, ENG.—The problems of the coinmen are not local but international. While operators in America are fighting the McCarran Bill it seems a similar ASCAP type attempt is being made in England to persuade the Government to abolish the copyright at present vested in the manufacturers of records. A Committee, set up by the Board of Trade to review the whole field of Copyright law recommended that the law should not be changed.

Representatives of this publication have had many ask, "Who's next?"

Referring, of course, to the presentation: 1) McCarran Bill, and 2) Dirksen Bill.

Similar bills. Similar thoughts. Similar purpose.

With but the slight exception that the McCarran Bill (now before the Senate's Committee on the Judiciary as is the Dirksen Bill also before this Committee) eliminates the owner of one juke box from paying DOUBLE TAX FOR THE SAME TUNE, both Bills are introduced for the purpose of amending the "Copyright Act of 1909" so that juke box owners will no longer be excepted from paying royalty for the use of copyrighted music.

Senator Dirksen (Rep., Ill.) lists his bill as a "request bill". Which, it is reported, was requested by some "friend" of the Senator.

In the meantime, though, ASCAP (American Society of Composers, Authors and Publishers) has been very frank in stating that they are sponsoring the McCarran Bill, introduced into the Senate by Sen. Pat McCarran (Dem., Nev.) on February 27, 1953.

The reason that representatives of this publication have been facing so many questions from juke box owners is due to the fact that this is all becoming somewhat confusing.

It seems there simply must be ready some bills to be introduced into the House of Representatives too!

"After all," as these men ask, "would ASCAP overlook the House of Representatives which they have never before done?"

This all, then, results in the belief that there simply must be more bills (probably similar to the one introduced by Sen. Everett M. Dirksen of Illinois) all ready to be presented.

"If there are," juke box owners ask representatives of this publication, "wouldn't it only be

sporting of ASCAP to tell us in advance?"

As one of the nation's juke box leaders says, "The more the merrier", and adds "but wouldn't it be nice if ASCAP would tell us now, a little bit in advance, just how many more bills will be presented, in the House of Representatives as well as in the Senate?"

As far as the nation's juke box owners are concerned, regardless of the number of bills that have been, and will yet be presented, either into the Senate or into the House of Representatives, as predicted: This 83rd Session of the Congress is going to see some very lively action; viz: ASCAP vs Juke Box Owners.

We wonder how ASCAP will explain, to whatever Sub-Committee of the Committee on the Judiciary in the Senate and/or the House which may be named to hold Open Public Hearings on the bills, the DOUBLE TAX FEATURE of all the bills so far presented.

Surely it will be interesting listening to ASCAP report that they, ASCAP directly, receive absolutely nothing from the juke box owners who use recordings featuring their copyrighted tunes.

Then how will they answer the fact that: ASCAP is the collective collection agency of the ASCAP publishers and writers who already receive royalties directly from the recording companies? (All know these royalties are added onto the price the juke box owner pays for the recordings).

Therefore, ASCAP (which IS these very same ASCAP publishers and writers, or twist it the other way, ASCAP publishers and writers ARE ASCAP) ARE ALREADY OBTAINING ROYALTIES for their copyrighted music.

This isn't the point here. What would be very nice would be if ASCAP would tell the juke box industry who's bill is going to be presented next—and the next—and the next—and the next.



# It's got more

# ON THE BALL

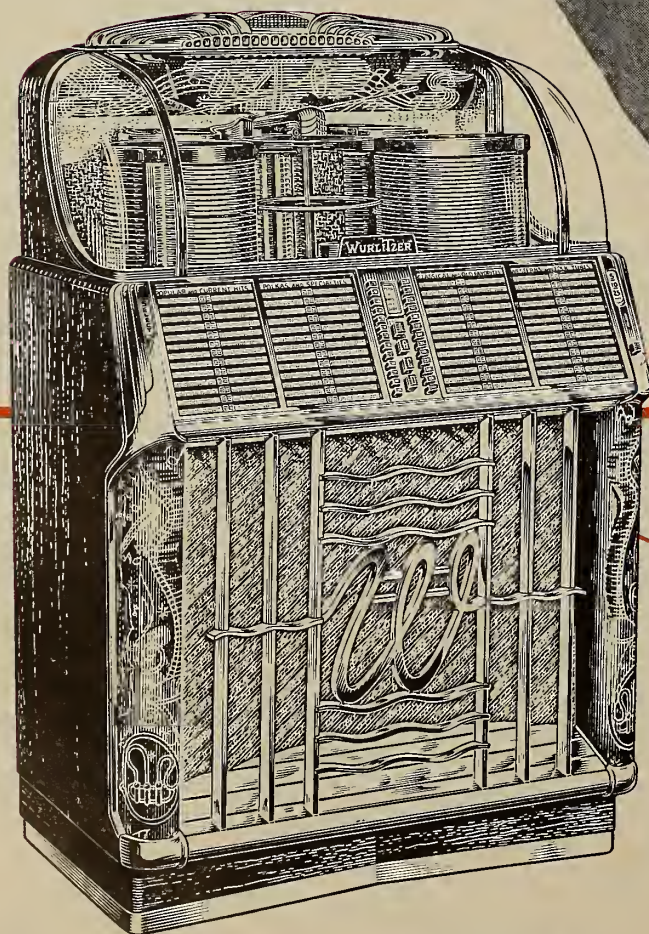
## That's why you get more IN THE CASH BOX

Not only does the Wurlitzer Fifteen Hundred have more on the ball—it mixes the fast ones with the slow ones, the 45's with the 78's. No other phonograph will do it.

It puts a selection of 104 tunes solidly over the plate and the customers love it.

If you want to get into the big league locations...and stay there...make your pitch with the Wurlitzer Fifteen Hundred.

See your  
**WURLITZER DISTRIBUTOR**



*Wurlitzer* FIFTEEN HUNDRED

#### WURLITZER MODEL 1650

A compact 48-selection, straight 45 RPM phonograph priced to pay the operator a real profit. Available as Model 1600 playing 45 or 78 RPM records.



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

"It's What's in THE CASH BOX That Counts"



YOU'RE IN THE "CLEAN-UP SPOT" WHEN YOU GO TO BAT WITH GOTTLIEB'S

# GRAND SLAM

**ACTION  
PACKED**



● ROTATION SEQUENCE 1 to 9: when numbers 1 to 9 are hit in rotation, one to six numbers RE-LIGHTS for REPLAYS! As play continues, REPLAY LIGHT TRAVELS TO ANY ONE OF THE OTHER BUMPERS!

● When "A"- "B"- "C" ROLL-OVERS are made, TWO BOTTOM "HOME RUN" ROLL-OVERS LIGHT UP for REPLAYS. ROLL-OVERS "A" and "C" LIGHT ADDITIONAL CONTACTS FOR SUPER-HIGH SCORE!

● 4 HOME RUN TARGETS!

● BALL IN KICKOUT HOLE awards HIGH SCORE and puts a MAN ON BASE. Hitting any of the HOME RUN TARGETS brings in men on base for additional runs.

● Men on any two bases light up SPECIAL ROLL-OVER for REPLAYS!

**SUPER-HIGH SCORE  
to 7 MILLION!**

**3 "POP" BUMPERS!**

**2 SUPER-POWER  
FLIPPERS!**

THE  
HARDEST  
HITTING,  
MOST  
COLORFUL  
PERFORMANCE  
EVER ON A  
PLAYING FIELD!

**WHAT A  
HIT!**  
GRAND SLAM  
EARNINGS WILL MAKE IT  
YOUR ALL-TIME  
"GAME OF FAME!"



**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS  
"There is no substitute for Quality!"



ORDER FROM YOUR DISTRIBUTOR NOW!

## THRU THE COIN CHUTE NEW ORLEANS NOTES

Zeke Clemens of station WDSU-TV reports Mrs. Hank Williams (Hank's mother) will be here to present trophies to the local disk jockies who plugged Hank's last song. . . . It is reported Joe Delaney was on T.V. last Sunday. Could Joe, who is a law student at Tulane U., have been discussing Napoleonic law. "Tulane Close-Ups" is a weekly program. . . . Mrs. A. W. LeBleu was in town making the rounds and buying records. Mrs. LeBleu is the owner of Lake Charles Automatic Music Co., Lake Charles, La. . . . Visitors included Gerome Case, Oakdale, La.; Ed Bahry, Donaldsonville, La.; Mr. Geneco, Amite, La.; Mr. Ross Vito, Plaquemine, La. . . . It's being rumored that Mary and Frank Catalanotto are knitting tiny garments. Frank is the very efficient serviceman with Johnnys Amusement. . . . Lawrence Lagarde, Tac Amusement manager, out with a bad strep throat. . . . Bob Tanner, Delta Music Sales, back from a recent trip to Atlanta, Ga. . . . Clinton Willmann joined the bookkeeping department of F.A.B. Amusement. . . . Larkin Etheridge, super F.A.B. salesman, has been transferred to Alexandria, La. With Alexandria as his home base, Etheridge will be centrally located for his sales territory. . . . Williams Manufacturing Company's new DeLuxe Baseball game receiving a good reception from the ops who have seen it. . . . United Shuffle Alleys and Chicago Coin's New Shuffle "Tenth Frame Double Score Bowler" in great demand. . . . In to buy records was Mr. Halbert of Halberts Amusement in Ponchatoula, La.

Lovely and versatile Nicky Ochoa expected in town soon. Nicky, daughter of Mr. & Mrs. Bob Burns of Gramophone Enterprises, once owned a record shop, was a lady dee-jay, and sings with the best. . . . Crowds flocking to the Penny Arcade to see the fifty year old Seeburg coin-operated ragtime piano. The piano is a mechanical marvel and works wonderfully well after so many years. . . . Shoon of Shoons Novelty, Reserve, La. tells us he has installed a music box and wall boxes in the beautiful Town House Grill. . . . Many familiar faces and music people were seen at the Grand Ole Opry last week at the Municipal Auditorium. . . . Frank Mancuso, his wife and three daughters made a pretty picture on Easter Sunday. Daughters were carrying Easter baskets. . . . Bob Buckley and the Air Line Cigarette Service celebrated the first successful year in business on April 14. Congratulations.

## SHAFFER SPECIALS

**Seeburg 147**  
Reconditioned Completely  
New Pearlite Finish  
**\$159.50**

Wurlitzer 1250 . . . . . \$319.50  
Wurlitzer 1100 . . . . . 229.50  
Wurlitzer 1015 . . . . . 109.50  
AMI 5/10 Wall Box . . . . . 19.50

Terms: 25% Deposit, Balance C. O. D.

Write for Illustrated Catalog of Late Model Phonographs

## SHAFFER MUSIC COMPANY

Columbus, Ohio  
608 S. High St.  
MAin 5563

Cincinnati, Ohio  
1202 Walnut St.  
MAin 6310

Indianapolis, Ind.  
1329 Capitol Ave.  
Lincoln 3571

Exclusive Seeburg Distributors

## READY FOR DELIVERY America's Greatest Money-Makers

### SPECIAL BARGAINS!

CYCLONE . . . . . \$149.50  
DALE GUN . . . . . 59.50  
FUTURITY . . . . . 235.00  
HARVEST TIME . . . . . 84.50  
HORSE SHOES . . . . . 152.50  
SEEBURG BEAR GUN 249.50

We Are Exclusive Factory Distributors for BALLY and ROCK-OLA

### ROCK-OLA FIREBALL 120 SELECTIONS

Come on in for the best trade-in of your life and walk out with the finest phonograph you have ever yet placed on any of your locations.



**LAKE CITY AMUSEMENT CO.**

4533 PAYNE AVE.,  
CLEVELAND, OHIO  
(Tel.: HE 1-7577)

"It's What's in THE CASH BOX That Counts"



# Distributors Backlogged

## Nationwide Survey Shows Distribs Busier Than Ever But Can't Get Enough New Equipment To Stem Growing Backlog

CHICAGO—From the east to the far west, from the deep south to the north, distributors continue to report growing backlogs of orders for new equipment.

One western distributor reports, "We're busier than we've ever been, but, we just can't get enough new equipment to stem the growing backlog of orders we already have on hand."

An eastern distributor says, "I could use carloads of new games, but, am only getting dribs and drabs of what I actually need."

A midwestern distributor reports, "There were almost fist fights here when one large shipment came through. This was the first shipment of this size we've had in many, many months."

One noted music distributor in the southwest says, "All we can do is what we are doing now, and what we've been doing for some months past, simply continue to promise our customers that we'll get their machines to them just as soon as the factory ships to us."

Statements of this kind continue to be the rule wherever the survey was taken.

For example, two trailer loads of new amusements were sold out within a few hours, one very well known eastern distributor reported.

Others have the same story to tell, "When we do get new machines they just seem to disappear even before they're unpacked."

A midwestern distributor claims, "This dearth of new machines is hurting us all the way down the line. It not only holds up all trades which we have made, but, it's forcing us to practically halt business."

Another distributor in the north central states says, "Naturally we could use just as many machines as our factories can ship us. But, what hurts most, is the fact that when they do ship, we get such a small quantity, and always expect many more machines than we get, that we just get ourselves in trouble with many of our customers."

A distributor in the deep south says, "I've just stopped taking orders for some of the new products we represent. All I can tell my customers is that, 'when they come in, we'll phone you'."

A southeastern distributor reports, "We realize that the factories are up against it at this time. We suggest, therefore, that they extend their runs on the new products, until everyone is satisfied."

The fact remains that all distributors realize that the lack of labor here in Chicago is the biggest problem facing the factories. They also realize that the Spring season has opened demand wide for many products.

They know that the factories here are working overtime in an effort to meet their demands and that all executives of the leading plants are trying their best to so allocate orders that all will be fairly treated in every regard.

## Exhibit Intro's "Sea Skate"



FRANK MENCURI

CHICAGO—Frank Mencuri, general sales manager of Exhibit Supply, officially released the extremely colorful and flashy "Sea Skate" this past week to the trade.

This brand new, flashy boat ride, reported to be, "The perfect summer ride for kids," has already been seen by many of Exhibit's distributors.

The firm was planning to hold back production for a while, to catch up with the backlog of orders it has on

hand for all its products, but demand has forced it into immediate production of "Sea Skate."

According to Frank Mencuri, "This is one boat that is authentic in every regard. It features true and thrilling speed boat action. Every kid who has ridden in it just simply wouldn't get out of it."

"Sea Skate," Mencuri continues, "rolls, dips and heels over, just like any actual speed boat. In addition it has the horn, running lights, flying pennant, chrome step plates, plexiglass windshield, finger-grip wheel and variable speed control."

"Our 'Sea Skate' is not like any other boat ride ever produced. It is truly one of the sturdiest and best rides ever built."

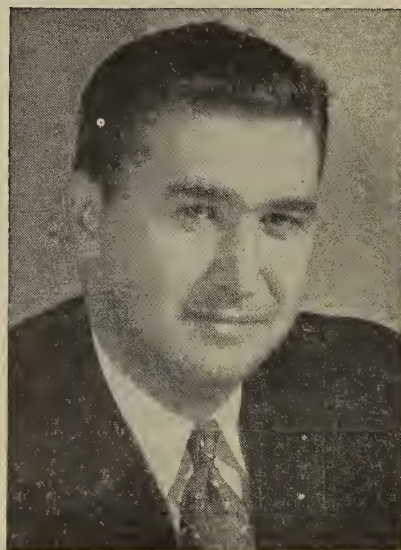
"It was extensively tested before even being presented to our distributors. Every one of these men without fail, has acclaimed it as one of the greatest, most appealing and colorful money-makers yet introduced."

Mencuri feels certain that "Exhibit's leadership in the kiddie ride field will be tremendously enhanced when operators see the 'Sea Skate.'"

He says, "Any location, anywhere, this summer, will bring doubled and even redoubled profits to operators who feature the flashy 'Sea Skate.'"

"This is the only authentic speed boat ride that has yet been presented to the industry. It is one ride in which all of us, here at Exhibit Supply, take great pride and pleasure in presenting to the nation's kiddie ride operators."

## Keeney Shipping "Club Bowler"



PAUL HUEBSCH

CHICAGO—J. H. Keeney & Company, Inc., this city, started to ship its new "Club Bowler" this past week.

Regarding this new bowling machine, Paul Huebsch, general sales manager of the firm stated, "It is, without any doubt, the finest bowling game we have yet introduced to the industry."

"Every one of our distributors," he continued, "who has already received his first shipment, reports the game to be 'outstanding in every regard.'"

"Club Bowler" has a unique, four-

games-in-one, dial feature. The dial is hidden inside the cabinet of the game.

The four games which can be played are: 1) 20-30 scoring; 2) 10th frame feature; 3) Bonus scoring, to as high as a possible 900 score; and 4) Double score on 3rd, 5th or 7th frame.

To have "Club Bowler" work on any of the above four types games, all that the operator need do, is to simply dial the switch inside the game over to the type play he wants for the location.

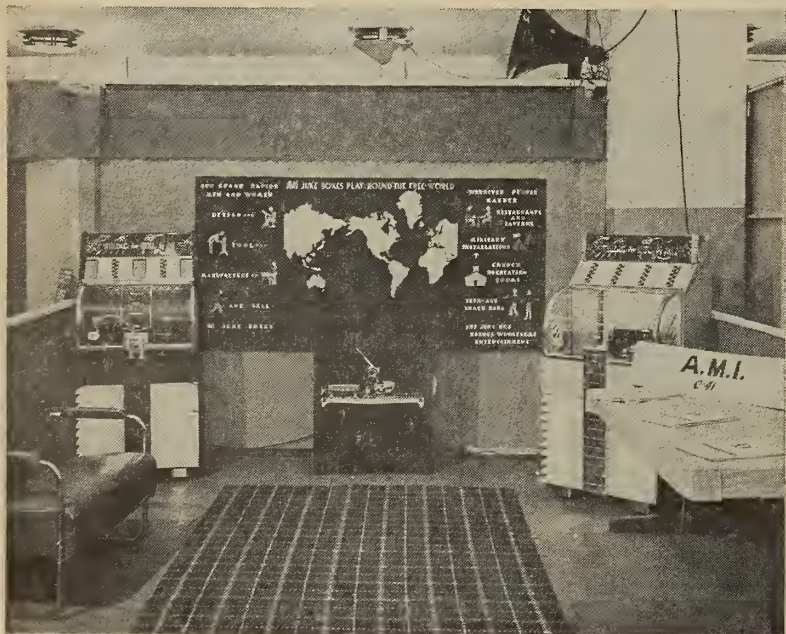
"Club Bowler" is, in itself, regulation bowling, but, the four features in one, make the game one of the most outstanding this firm has produced.

This meets with the demand of the operators for the newest type of bowling games by including the simple dial switchover in this four-games-in-one "Club Bowler."

Paul Huebsch stated, "Every territory requires a different type of bowling game operation today."

"Because of this," he explains, "we have worked long and hard to bring about 'Club Bowler' so that the operators would be able to use the shuffle play method best suited to their area and, at the same time, know that they can switch over to another type play anytime they so desire."

## AMI Exhibit Room at "Industriama"



Thousands of people were attracted to the AMI exhibit at the INDUSTRIAMA Exposition held this month at the Civic Auditorium, Grand Rapids, Michigan.

Sponsored by the YMCA Foremen's Club, with the cooperation of the Grand Rapids Chamber of Commerce, more than 60 industrial firms in the Metropolitan Grand Rapids area had exhibits.

Purpose of the INDUSTRIAMA was to show that our free economy has brought Americans the world's highest standard of living. This exhibit was planned in conjunction with the Chamber's Freedom in Action program.





BASEBALL IS HERE AGAIN!

RIGHT OFF THE BAT... *Williams*  
BREAKS ALL PROFIT RECORDS  
WITH *De Luxe*  
**BASEBALL**

PLAYERS  
ACTUALLY  
RUN THE  
BASES!LITE BOX  
HINGES  
FORWARD  
FOR EASY  
ACCESS!

*Proved* OVER A  
PERIOD OF YEARS THE  
OUTSTANDING  
MONEY MAKER  
OF ALL!!

NEW ELECTRIC PITCHER

LITES ON  
PLAYFIELD BASES  
INDICATE MEN  
ON BASES!

5¢ - 10¢ - 25¢

Single Entry Slug-Proof Coin  
Mechanism Accepts Credits in  
any combination of coins.  
Records Credits for all coins  
paid in Advance.MANUALLY  
CONTROLLED  
BAT!*Adjustable*

TO OPERATE ON:

1 PLAY for 10¢ - 3 PLAYS for 25¢

or

1 PLAY for 5¢ - 2 PLAYS for 10¢

5 PLAYS for 25¢

HINGED FRONT DOOR FOR EASY SERVICING!

PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILMORE ST. CHICAGO 24, ILL

ORDER FROM YOUR DISTRIBUTOR TODAY!

## Labor Shortage Holds Back Great- er Games Sales

CHICAGO — The labor shortage here, one of the most acute in the country, is holding back what would probably be all time high sales for games of all kinds, according to executives of the leading games factories.

Newspapers here reported that they had set new high marks for classified 'want ads.' The Chicago Tribune reported that it had reached the highest lineage mark in its history for such advertising.

Manufacturers have been plagued by the labor shortage.

They have tried almost everything to get help to keep games rolling from their plants in a more continuous stream.

Distributors who are complaining, one noted factory executive stated, have no idea of the extent of the labor shortage here.

"Skilled help," he continued, "is almost impossible to obtain."

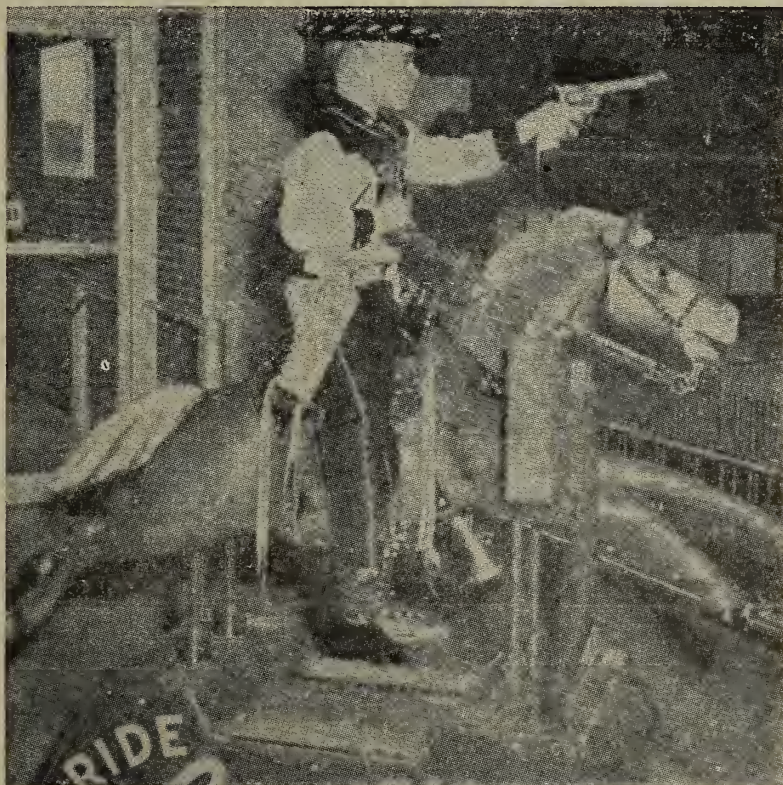
"In fact," he said, "we are at the point where we are happy to get even the most untrained help and attempt to do whatever we can with these people in an effort to step up production."

As the trade knows some factories here have gone on six day work schedules in an effort to catch up with their orders.

With the Spring and Summer season getting under way with a rush, orders have come thru in larger numbers than even the manufacturers anticipated and this, too, has had its effect.

"It's almost impossible, with the present labor shortage, to guarantee any of our distributors that we will

## Ride 'Em Cowboy!



fulfill their shipments on any specified time," one well known factory head stated.

Others say that, as long as the labor shortage continues, they will simply have to work with whatever help they now have in an effort to fill whatever number of orders they possibly can as fast as they can.

McALESTER, OKLA. — Skipper Wilson, 6, son of Cliff Wilson, Wilson Distributing Company, Tulsa, chases bandits on his trusty steed, the "Champion" Ballyhorse. Retail food stores are proving gold mines for operators of kiddie rides.

# ORDER! NOW!

The Greatest

# Bally's "SPACE SHIP"

## RUNYON SALES COMPANY

Factory Representatives for AMI Inc.  
Bally Mfg. Co., J. H. Keeney & Co., Inc.  
Permo Inc.593 10th Ave., New York 18, N.Y., LO 4-1880  
123 W. Runyon St., Newark 8, N.J., BI 3-8777

For ...  
1933  
DAVID ROSEN  
20th ANNIVERSARY  
1953  
**REAL  
BUYS**  
Send For  
Our Complete  
PRICE  
LIST

**DAVID ROSEN**  
Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

"It's What's in THE CASH BOX That Counts"



# AN ANSWER TO LOCATION OWNERS WHO ARE ASKING OPERATORS "WHY 10¢ PLAY?"

SINCE 1934, WHEN THE MODERN AUTOMATIC PHONOGRAPH CAME INTO BEING, OPERATORS HAVE CONTINUED TO CHARGE 5¢ PER PLAY FOR EACH RECORD. IN THOSE 19 YEARS ALL COSTS OF MATERIALS DAILY USED IN THE OPERATION OF PHONOGRAPHS, INCLUDING OPERATING OVERHEAD EXPENSE, HAVE RISEN FROM 100% TO OVER 400% IN SOME INSTANCES. THESE INCREASES INCLUDE SALARIES FOR MECHANICS, SERVICEMEN, COLLECTORS, HELPERS, OFFICE WORKERS, AS WELL AS RENT, RECORDS, TUBES, CARS, TRUCKS, GAS, OIL, NEEDLES, PLASTICS, BULBS, AND HUNDREDS OF OTHER PARTS, SUPPLIES AND SUNDRIES, AS WELL AS TAXES, LICENSE FEES, ETC., DAILY PAID OUT BY AUTOMATIC PHONOGRAPH OPERATORS, JUST LIKE COSTS AND PRICES OF ALL MERCHANDISE, MATERIALS AND SERVICES HAVE TREMENDOUSLY ZOOMED IN PRICE DURING THESE PAST 19 YEARS.

The very, very limited list to the right gives only a minute idea of what has happened in inflation-ridden America from 1934 to 1953.

In 1934 the first modern automatic phonograph mechanism was presented to the world.

It did not just revive the former automatic music industry, which had fallen by the wayside for some years (the old days of automatic pianos, automatic harps, automatic violins, etc.) . . . it actually started an entirely new industry.

The automatic phonograph completely revived the recording industry which had fallen to its very lowest point as an industry.

The modern automatic phonograph brought new life to the record business. It helped create new stars. It helped start the sales of home phonos all over again.

It caused publishers, song writers, composers, lyricists, stage personalities and performers to suddenly find themselves back again in the public limelight.

But nineteen years ago (1934) things were a lot different in what was then depression-ridden America, as compared to what they are now (1953) in inflation-ridden America.

Costs have zoomed up from 100% to over 400% on items in daily use by automatic phonograph operators. This also includes their general operating overhead expense.

But, the automatic phonograph operator, regardless of these stunning increases in all costs of his supplies and his overhead expenses, continued to charge only 5¢ per record play.

He was losing money. He was becoming desperate. He tried in every possible fashion to somehow break even against an inflationary-cost-rising tide.

And then along came television to make even this impossible. The entire automatic music industry then reached its lowest low-point.

The automatic music operator now saw that there was no longer any profit in automatic music. His only answer, and he fought hard against it, was to increase the cost per record play and attempt, by this one and

only method left him, to somehow once again break even and, perhaps, if the public continued to play the automatic phonographs as much as they used to, he might even show some profit.

There is no storekeeper who hasn't also been forced to raise the prices of his merchandise. Not once, not twice, but, many, many times, since 1934.

The automatic music industry, did not raise its price, regardless of the higher costs it was enduring those past nineteen years.

Today, the automatic music operators, because television has cut deeply into playing time, because inflation is rampant because costs and overhead operating expenses and because fees and taxes have risen anywhere from 100 per cent to over 400 per cent, have been forced, actually forced, to charge 10¢ per record play, 3 plays for 25¢.

In short, at 3 plays for 25¢, which means 8 and 1/4 cents cost to the public per record played, the operators have hiked their price about 50 per cent, compared to the fact that they are, enduring increases from 100 per cent to over 400 per cent.

Even if they were able to sell every record play to the public for a straight dime (10¢ each record play) they would still find it a battle to survive.

The problem today is to somehow stimulate the public to play more than before.

This is only being achieved because artists, bands, and performers, realize that the automatic phono is important to their careers. They are working with the record manufacturers to constantly produce better recordings of great popular tunes, so that people will be attracted to automatic phonographs, and will play more times than before.

Any retailer can carefully check the statements here against his own products, his own costs, his own overhead operating expenses, from 1934 to 1953.

Then let him decide whether the automatic music operator who has a phonograph in his place of business isn't also entitled to raise his price so that he can continue to try hard to earn a livelihood.

## JUKE BOX INDUSTRY INCREASES SINCE 1934

Salaries, Wages, Etc. . . . .	Up 150%
Transportation . . . . .	Up 200%
Gas, Oil, Maintenance . . . . .	Up 100%
Equipment Costs . . . . .	Up 200%
Phonograph Records . . . . .	Up 210%
Tubes, Amplifiers, Needles, Parts, Supplies . . . . .	Up 200%

• • •

## GENERAL LIVING COST INCREASES SINCE 1934

Food, Clothing, Etc. . . . .	Up 200%
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**In The Event You  
Overlooked The Article  
On The Opposite Page**

(Appeared April 18 issue)

**We Print It Once Again**

# DOZENS OF REQUESTS for THOUSANDS OF REPRINTS

RECEIVED THIS PAST WEEK

## Here's What Some Ops Say:

"... The Cash Box has done some great things for the operators in the past—but the page 'Why 10c Play' is the greatest! It will be the most powerful weapon in educating both locations and juke box patrons as to why we must get a dime. Please send me 5,000 reprints for my own operation as well as for the members of the Music Guild of New Jersey."

*Ed Burg*  
RUNYON OPERATING DIVISION  
Newark, N. J.

"... The full page on Page 40 of the April 18th Issue of The Cash Box is a wonderful piece for the operators who are trying to convert to ten cent play.

"You can always depend on The Cash Box coming up with help for the operators as we know you understand our problems.

"We are taking the liberty of running a full page ad in several daily newspapers and using this full page in The Cash Box to help to educate the public and the location owners of our problems in reference to ten cent play.

"We would like to have about 1,000 reprints so that we can mail them to our customers, and the Guild."

*Hirsh de La Vies*  
HIRSH COIN MACHINE CORP.  
Washington, D. C.

"... We sincerely believe that this article should be circulated throughout our best urban locations. We would therefore appreciate your sending us several hundred copies of this article for that purpose.

"Again we would like to commend you on the quality of this work. Thank you for your cooperation.

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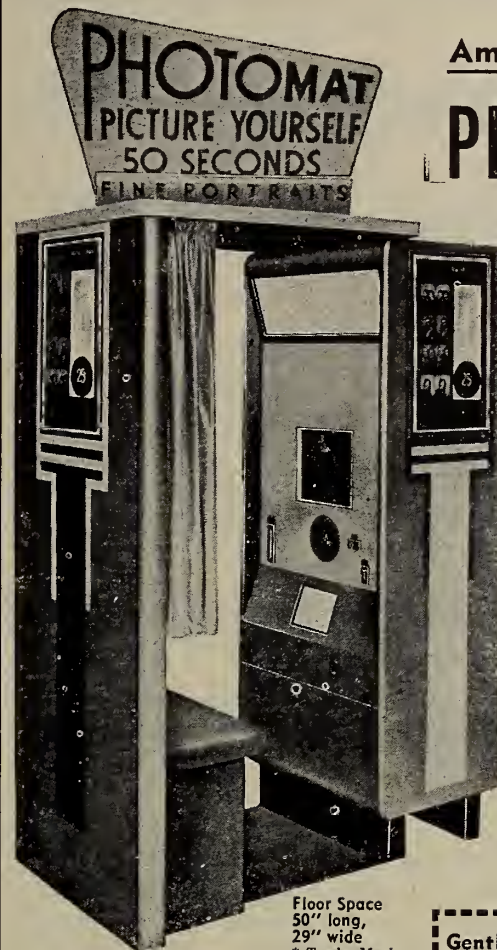
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## N. C. Legislature Introduces Bill To Eliminate Vending Mach. Tax

A bill to eliminate the North Carolina tax on all vending machines except those which dispense soft drinks was introduced in the State Legislature (March 17) by Senator Carl T. Hicks of Greene and others.

The proposed legislation would require distributors to continue paying a distributor's tax of \$100 on cigarette and drink machines and \$25 on food dispensers and weighing machines, but would eliminate a per-machine tax of \$5 for machines handling cigarettes and other tobacco products, 50 cents for 1-cent food dispensers, \$1 for 5-cent food dispensers and \$2.50 for weighing machines. The present tax of \$15 per soft drink machine would remain in force.

Senator Hicks said the purpose of the bill is "to promote the sale of farm products by making it more profitable to use vending machines."

The measure also would eliminate county and municipal license taxes on the merchandising machines.



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To The Cash Box**

"It's What's in THE CASH BOX That Counts"



# Depreciation Problems Can Be Halted By Sen. Frear's Bill (S. 298)

## Bill Now Before Senate Fi- nance Committee Will Allow Businessmen To Arrange Own Depreciation Schedules

WASHINGTON, D. C.—Businessmen can arrange their own depreciation schedules if Senator J. Allen Frear's bill (S.298), now before the Senate Finance Committee receives a favorable hearing, and is passed.

The many inequities in depreciation schedules which now exist thruout all industries will, if this bill becomes law, be cured for once and all time.

Though some officials of the Treasury are against its passage, on the theory that it will cut down taxes, the majority of the nation's business men, as well as the Senate Small Business Committee, are in favor of the bill.

The bill (which has been reproduced in The Cash Box) points out that the average businessman can set up his own depreciation schedule to depreciate his capital investment equipment "within a reasonable period of time."

He will simply notify the Internal Revenue Bureau in his area the time limit he desires to place on depreciating his equipment.

Those businessmen in favor of this bill point out that it may mean lower tax dollars in the beginning, but that

once equipment is depreciated, the tax dollar will again come back.

In the juke box industry there has long been complaints regarding the various different depreciation schedules existing about the country. There have been arguments advanced with regional offices of the Internal Revenue Bureau to show that some depreciation schedules are completely inequitable.

Amusement games men, even more than the juke box owners, have been complaining of these inequities for sometime now.

They point out that the two year depreciation schedule on games, which schedule exists in some areas, is absolutely out of line, because the average game is long out of their hands within six months.

The cure for the industry exists in Senator J. Allen Frear's bill (S.298). The bill should receive the complete support of everyone engaged in the field.

Letters to Congressmen and Senators regarding favorable voting on this bill have been urged for sometime now.

# Schools At Lieberman Music



MINNEAPOLIS, MINN.—The Lieberman Music Company, this city, with the cooperation of AMI, Bally and United, held service schools on April 6, 7, and 8 for the operators in the Minneapolis area. (Complete story and names of operators who attended appeared in The Cash Box 4/18/53).

Shown above in the upper left picture is Al Mason of the AMI service school; upper right—Bill DeSelm, and Herb Oettinger of United and Harold Lieberman at the chow table; lower left—Henry Brown of Bally; and lower right—Service-men and operators who attended the schools.

# Edgewater Heart Fund Gains And So Does Nate Feinstein

CHICAGO, ILL.—Some months back Nate Feinstein of Atlas Music Company, this city, was stricken with a severe heart attack and immediately confined to the Edgewater Hospital. The prompt attention accorded Nate at the Edgewater resulted in his recovery and Feinstein was soon sent home to convalesce. At the hospital and home, Nate was the constant recipient of letters, cards and gifts from coinmen from all over the country who read about his illness in The Cash Box.



NATE FEINSTEIN

This week The Cash Box received the following letter from Feinstein.

"I have just come to the office as I am now allowed to be here for 2 hours a day. Next week it will be one-half days. Ultimately, I hope to be back in the regular routine soon.

"My reason for writing is to thank you for your kindness in writing to me when I was in the hospital and for the courtesy of keeping me informed with The Cash Box during all this period.

"Eve and I both want to thank you for your good wishes and incidentally I am enclosing a check for the Edgewater Heart Fund. Needless to say, it is a noble cause for which you are so valiantly working and such good work and such a good cause must ultimately wind up successful."

## Meeting Dates Of Music Operators' Associations

- Apr. 20—Westchester Operators' Guild  
Place: American Legion Hall, White Plains, N. Y.
- 21—Western Massachusetts Music Guild  
Place: Contact Ralph Ridgeway, Springfield, Mass.  
Tel. 2-4948.
- 27—Central States Music Guild, Inc.  
Place: 805 Main Street, Peoria, Ill.
- May 13—New York State Operators' Guild  
Place: Nelson House, Poughkeepsie
- 14—Music Operators of Northern Illinois  
Place: To be announced.
- 19—Westchester Operators' Guild Dinner  
Place: Bill Reiber's Restaurant, Elmsford, N. Y.

**Do YOU Sneak A  
Fast Look at  
The Other Fellow's Copy Of  
"THE CASH BOX"?  
IF YOU DO—SEE PAGE 45**



# THE EDGEWATER HEART ASSOCIATION

"What Does It  
Mean To  
You?"  
?

An Open Letter From AL STERN

It is your association—for you—your family—relatives—friends—associates—it is non-profit.

Its objectives—to fight and continue fighting the number one killer of all humanity—heart disease! Through medical research and heart surgery—work toward reduction of the staggering human toll.

Our aim—to share with every community the newest developments—in heart surgery as it is being done now at the Edgewater Hospital—to make available a very expensive film entirely in color, covering all phases of our new heart surgery technique to any recognized medical group anywhere.

All contributions are deductible! We urge every operator—jobber—distributor—employee of the industry we represent to forward your donation now!

Your contribution will help support this magnificent work, and while money should be the smallest part of this great humanitarian endeavor—lack of contribution—would necessitate discontinuation of our work in this field.

Therefore, the warmest hearted—most charitable minded—group anywhere—the coin machine industry—should and must with justifiable pride support to the fullest extent possible the Edgewater Heart Association created for—and dedicated to reducing the sickening toll of death from heart disease which now stands at "one every minute" over 750,000 annually.

Please write your check now, make it payable to EDGEWATER HEART ASSOCIATION, and forward it to any of the following destinations:

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## As I See It

A Weekly Column  
by  
AL SCHLESINGER



During my reign as president of the N. Y. State Skill Games Board of Trade in 1936, it was apparent to me that, this was too unwieldy an organization to help the local operator. The association had members scattered in most every city from New York to Buffalo. The aims and purposes of this Association were fundamentally to be watchdog for the entire industry in this state. While keeping tabs on state legislation, and supplying stories to the various news services were worthwhile endeavors, it did not cover the day to day problems of the operators scattered all over the state. We had at that time a legal advisor but no business manager, who, could be sent to help the local operator with the various problems he had at that time. Hence, the association died a natural death.

Since then we have learned that organization of operators should start with local associations at the bottom level: either, city by city or county by county. Then, and only then, should a state council be set up with representatives from all the various local associations. In New York City there is a Phonograph Assn., a Cigarette Operators Assn., and a Game Operators Assn. Outside of the city we have the Westchester Operators Guild, Sullivan County Operators Assn., the N. Y. State Operators Guild, and an Assn. at Buffalo, N. Y. To this writer's knowledge there has never been a local Association in the northern part of New York State between Watertown and Plattsburg. There is available at this time a man who has had experience in organizing operators. Karl Engeldinger, former business manager for the N. Y. State Operators Guild is now recuperating from an illness at Saranac Lake, N. Y. He could be of great assistance and help to the operators in northern N. Y. State if they desire organization. Should the operators in this territory desire more information, I trust they will not hesitate to contact me.

As I see it, operators, here is your opportunity to get to-gether and eliminate all the abuses that have crept into this business over the years. There is positively nothing like organization for smoother operating, better income, and last but not least, the opportunity to create real good-will with your customers and with your fellow operator.

"It's What's in THE CASH BOX That Counts"





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## Mutoscope '53 "Photomat" In Full Production

### Two Shifts Going; Deliveries In May

LONG ISLAND CITY, N. Y.—William Rabkin, president, and Herbert Klein, sales manager of International Mutoscope Corporation, this city, reported this week that its 1953 model of "Photomat" is now on the production line, with shipments starting in May.

"We are very busy with the '53 'Photomat'", stated Klein. "Our factory is running 2 shifts to take care of our production, as we are most anxious to get the machine to our customers as rapidly as possible. It was necessary to get 2 shifts going as there are many backlogged orders as well as current demand for the '53 'Photomat'."

"The '53 model will include many new advances over the last model, which will be beneficial to the operator. The Mutoscope 'Photomat' has gained an enviable reputation over the years, but, like any progressive firm, we are continually studying ways and means to bring the trade the top photo machine. The '53 model meets this standard of the newest, latest and greatest in automatic photography."

### Moroccan Coinman Visits International

PHILADELPHIA, PA. — Marcel Vandervyver, a native of Belgium, operating machines in Morocco, spent several days in this city visiting with Abe Witsen and Sol Groentemann at International Amusement Company.

Vandervyver will then go on to Chicago to visit at the coin machine factories.

## National Rejector Instructs Navy



ST. LOUIS, MO. — National Rejectors, Inc., this city, have a unique service for Navy personnel. Since soda vending machines utilizing National coin handling equipment are placed aboard most navy vessels, care and maintenance of these machines are important. National Rejectors, Inc., world's largest manufacturers of slug rejectors and coin handling equipment, provides instructors to teach navy personnel how to repair and maintain National equipment. This enables the vending machines

aboard ship to be in continuous operation, serving sailors efficiently while out at sea.

The Navy school is part of a country-wide program. National has set up service centers in Long Island, N. Y., Chicago, Atlanta, Dallas, and Los Angeles to give maintenance help and instruction to vending machine operators.

Seen above are Russ Penly, Atlanta branch manager for National Rejectors, Inc., instructing Navy Personnel at a school held in Norfolk, Virginia.

## Attention: Members "20 Year Club"

ATLANTIC HIGHLANDS, N. J.—Have you written to Babe Kaufman at 40 Hooper Ave., this city, accepting her invitation to attend her house and lawn party on Sunday, June 21?

This will be quite a shindig, and Babe wants all you club members, no matter where you are, to be on hand. Be sure to drop Babe a note.

THRU THE COIN CHUTE

### DALLAS DOINGS

With the springlike weather we have been having in Texas and the recent rains the coin machine business as well as the distributing business is better than it has been in years. . . . We were sorry to learn that Jack Sprott of Temple is back in the hospital. He is having difficulties with the injuries he suffered a couple of years ago when he turned his Cadillac over. He is in Scott Hall. . . . Harold Strange's wife is in the same hospital with Mr. Sprott, his boss. Harold has been handling the business while the boss recovers. He says that when he gets Jack and his wife out of the hospital he is going to go there for a rest. . . . The Record Mart has opened a record department in the M. E. Moses downtown location. We wish Jack Michaelson and his partner Arthur Rubin as much success with it as they have had with the Record Mart. . . . And speaking of record shops, W. M. Nelms of Gilmer is opening a record and appliance store. He was in Dallas this week getting ideas for the new venture. . . . Tommy Chatten of Commercial Music is among the early fishermen to make the trek to Lake Texoma. He went out this weekend but says it was cold and he caught only one fish. It would hardly be worth mentioning except that the fish was a whopper, a twenty-four pound catfish. . . . From over Fort Worth way we hear that Walter Thannish is doing a good business and improving his route. . . . Things are looking up for Vincent Lopez. . . . E. C. Stanley says the business is good for him. . . . Ralph Claybrook, one of the biggest operators in Fort Worth, is keeping his route in tip top condition with new equipment. We hear that Jimmy Browning has had illness in his family. He is with Big D. Music you know.

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### OPERATE THE KEENEY DELUXE ELECTRIC CIGARETTE VENDOR

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Swing-up front top for easy loading. 3-way match vending.



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# The Woman's Viewpoint of the Coin Machine Industry



GERTRUDE BROWNE

BEACON, N. Y. — "Of course a woman can succeed in the Coin Machine business" says Gertrude Browne. "It is a business that requires patience, hard work, attention to detail and organization."

Paramount Amusement Company was the first firm started in 1923 by Gurdon Browne. Later the name was changed to Paramount Specialty Company; then to Paramount Distributors; and then incorporated in 1946 under Paramount Vending Corporation. Altho associated from the very beginning, Gertrude Browne took over the business in 1949, and now is sole owner and runs the entire business herself with her employees.

The firm operated a large route of phonographs, pin games, shuffle games, scales, and some arcade machines during the summer season.

Originally a school teacher, Gertrude Browne resigned in 1944 to join the Paramount firm, which she eventually took over entirely in 1949. "In the teaching field, I worked thru the public school system, but entirely with handicapped children — therapy, rather than routine classroom procedure," she relates. "Each charge was individual. Now I carry this over to our locations and try not to regiment them, but consider each individually. It helps, I think. I liked my school work, but find Paramount's business much more fascinating.

"In dealing with locations, often a woman can do a better job than a man because she will be more patient and understanding. She will listen to their problems and generally get full cooperation from them because she has granted them time to express themselves.

"My big regret is that in some people's opinion our business is still a 'racket'. This is hardly true, for anyone who operates today knows that he honestly works for his income just as

surely as the merchant or professional man.

"Loyal cooperation of the employees in your organization is the greatest asset any business can hope for. This is especially pertinent to the person running a route of any size. I mention this because at this writing Paramount is fortunate in having exceptional individuals in the repair department and in the office. Looking back over past years I consider this of first importance.

"I know each location personally. This contact helps tremendously in most cases. There are and always will be problem locations as every operator knows—but these are in the minority.

"Courtesy is the general rule in this business. I would not hesitate to recommend working in this field to any woman who is interested. It surely holds more interest and variety than other accepted occupations that women generally follow.

"'Gentleman's word' is strictly binding I find. Now and then the exception may be charged off to a misunderstanding in conversation, but this is a rare occurrence.

"The woman who likes people can surely have a full life if she is active in a business such as ours. In no other field, that I can now think of, is there so many human interest stories to be encountered. Any operator can agree with me on this. I seldom leave a location that I haven't 'shared' some good or bad fortune with the proprietor, his wife or the help. I can never say my day is dull or empty—just the contrary."

Gertrude Browne points out two definite needs for all in the business: 1) Organization of operators, and 2) A training course or school for mechanics.

She is a charter member and officer of the New York State Operators Guild. "It has proved itself over and over again in our area," she relates. "We are helping each other instead of 'scrapping' and in so doing help ourselves most. We are 'friends'. We can discuss similar problems, gaining by procedure used by the other operator in dealing with his 'like difficulties.' We loan necessary parts or equipment. A difficult repair job often gets 'consultant' advice or help from other mechanics. The location is slowly learning that there is no more possibility of 'jockeying' one operator against the other. Organization has done a great deal toward taking the struggle and fight for existence from our occupation."

As to the school for mechanics, Gertrude Browne says, "This is a highly specialized field and even a 'gifted' mechanic will need much time to familiarize himself with the problems he will meet. An 'all round' training is the need to fill the demand for efficient help for the operator."

Concluding, Gertrude Browne states, "Again, I repeat I like the Coin Machine business. It's interesting, clean, challenging to the utmost and never gives you a 'dull moment'."

Exhibit's

# Sea Skate

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## Oregon Bill Would OK Pins

PORTLAND, ORE. — Oregon's House of Representatives passed (March 25) and sent to the State Senate a bill that would make pinball games that offer "free plays" completely legal in the state.

Effect of the bill would be to nullify a ruling by former State Attorney General George Neuner that free plays are "a thing of value" and that pinball machines thus are of question-

able legality under the state anti-lottery laws.

The measure approved by the House was House Bill No. 404, introduced by Rep. Earl Hill of Cushman. It was recommended for passage by the House judiciary committee, headed by Rep. Carl Francis of Dayton, who said the bill would be of financial benefit to cities by permitting them to impose taxes or licenses on the machines.



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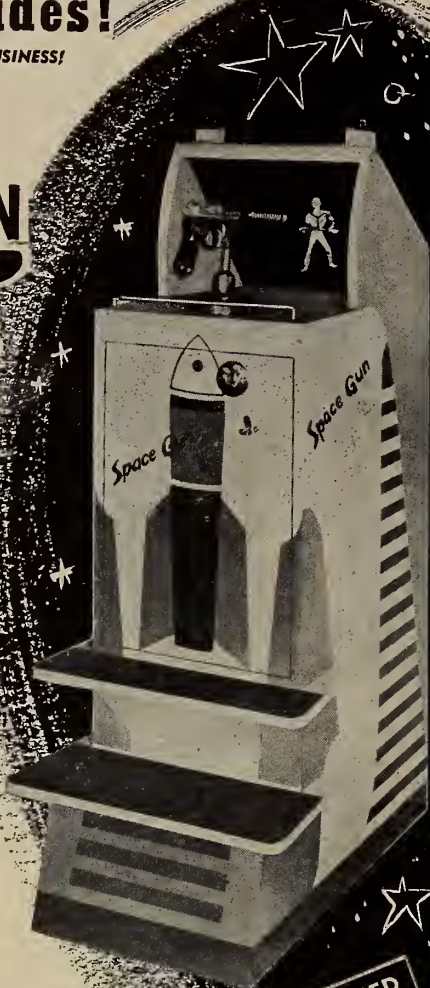
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RUN — RUSH YOUR ORDER!

"SPACE GUN" BOOMS KIDDIE RIDE BUSINESS!



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INVESTIGATE EXHIBIT'S  
**FINANCE PLAN**

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## EXHIBIT SUPPLY

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CHICAGO 24, ILL.

## Ass'n Automatic Machine Ops Formed In Manchester, England

MANCHESTER, ENGLAND—The officers of the Manchester and North-Western Section of ACA (Amusement Caterers Association), this city, have resigned and formed the Association of Automatic Machine Operators, according to a story in "The World's Fair," English coin machine publication.

S. M. Morris, secretary, in a letter stated that the ACA has refused assistance to certain members owning juke

boxes, because the "Association's services are not available to any machines situated in shops, cafes, snack bars, hotels, etc."

The object of the new Association is to cooperate with all operators of automatic equipment, regardless of the type of location where their machines are situated.

The chairman of the association is F. D. Buxton.

## THRU THE COIN CHUTE EASTERN FLASHES



The editorial "An Answer To Location Owners Who Are Asking Operators 'Why 10c. Play?'" which appeared on Page 40 of the April 18 issue, is reproduced once again in this issue. We received so many requests for reprints that we thought it advisable to run it again in the event it was overlooked. Operators were tremendously enthusiastic over this editorial explaining the necessity of operating at a dime. Once again, in order to cooperate with the operator, as has been the policy since our first day, The Cash Box is assuming the cost of reprints. Wire or phone immediately the New York office, stating the quantity desired.

\* \* \* \* \*

Joe Young and Abe Lipsky, Young Distributing, will appear as guests at the meeting of the Westchester Operators Guild meeting on Monday, April 20, at the American Legion Hall, White Plains, N. Y. They will speak with the members and display the new Wurlitzer 1650 phonograph. . . . We were shocked to learn of the death of Edmund (Ted) Mair, who died Wednesday, April 8. Ted had been ailing with a bad heart for the past months. During the war, Mair was president of Coin Machine Acceptance Corp. (CMAC). He resigned from this company to become president of Music Acceptance Corp. (MAC). These companies were deeply engaged in the financing of coin machines. . . . Manny Ehrenfeld of Passaic, N.J., visits along coinrow. . . . Phil Greitzer and brother Mac hold their official grand opening of their new Baseball Batting Range in Brooklyn on Thursday, April 16. Lights, celebrities, newsmen and hoop-la, a la Hollywood. All the boys need is fair treatment by the weatherman to do a terrific business. . . . Abe Green, Runyon's New Jersey head, visits the New York office. Abe tells us the changeover to their new quarters on Runyon and Frelinghuysen Ave. will be completed by May 1. Irv (Kempy) Kempner, roadman for Runyon, back from his vacation in Miami Beach, and goes out on the road immediately to see his customers.

\* \* \* \* \*

New equipment getting a big play at Mike Munves', as well as reconditioned arcade machines. Of the new machines, mostly kiddie rides catching the eye of arcade owners, as well as Exhibit's "Space Gun." "If things keep on as they're doing now" smiles Mike, "1953 will be our biggest year." . . . Nat Cohn, Riteway, hoping to supply demand for their "Acqua Jet" and "Atomic Jet" kiddie rides. . . . Harry Rosen, Atlantic New York Corp. (Seeburg distrib) planning on a June visit to Miami. Meyer Parkoff, the other half of this team, has some ideas and plans which he'll soon put into effect. . . . I. U. E., Local 465, C.I.O. (shuffle board union) holds its annual banquet and dance at the Latin Quarter on Sunday night, April 19. Jimmie Cagino, president, and Al Gilbert, vice president, worked hard on arrangements, as well as a souvenir journal, and report that both proved successful. Approximately 300 operators of shuffle-board games, their wives and guests are expected to be on hand. . . . We like the line in the Exhibit Supply "News Bulletin" this week—"Must check The Cash Box to find out what I have been doing lately. Gersh must have a crystal ball stashed away someplace."

\* \* \* \* \*

Charley Katz, National Kiddie Rides, tells how active he is handling orders here, while Hymie Rosenberg keeps phoning and mailing in orders from firms he has been visiting thruout the country. . . . Hymie and Harry Koeppel, Koeppel Distributing, rabid baseball fans, keep their TV set going for the opening day of baseball—but it doesn't stop them turning out those gillion reconditioned music machines. . . . Joe Young very proud of the award presented him by Dr. Jack Kaplan, past commander of the National Variety Artists Post #690 of The American Legion this past Saturday. The plaque reads for "outstanding exemplification of the qualities of True Americanism, Courage, Honor, Service, Leadership." The honor was given Joe for his donations of juke boxes to service groups.

## THRU THE COIN CHUTE UPPER MID-WEST MUSINGS



Many of the service men and operators who attended the three day service school at Lieberman Music Company thanked Harold Lieberman for bringing the schools to this area which enabled them to get the latest information on servicing their equipment. Bill DeSelm and Herb Oettinger flew to the Twin Cities Tuesday. Bill and Herb are associated with United Manufacturing Company of Chicago. . . . Bob Aherin of LaMour, N. D., managed to take some time off in order to make a trip to the Twin Cities to pick up needed supplies and records. He also checked up to see what was new in coin operated equipment. . . . Leo Jewell of Stillwater, Minn. reports that he had a nice vacation and now its time that he got back on the job again. . . . Vince Jorgenson of Mason City, Ia., combined business and pleasure on his last visit to Minneapolis. . . . Art Hagness of Grand Forks, N. D., Red Wilbur of Duluth, Minn., Ray Thraen of Tracy, Minn., Gordon Dunn of Moose Lake, Minn., Clayton Norberg of C. & N. Sales Company, Mankato, Minn., Oscar Englund of Alexandria, Minn., Ray Benkowski of Clouquet, Minn., and Ken Anderson of Austin, Minn., were seen here and there at the various record supply houses and distributors' showrooms. . . . Ralph Myers, Mitchell, S. D., made sure that his business trip to the Twin Cities coincided with the dates of the Sportsman Show in Minneapolis.

"It's What's in THE CASH BOX That Counts"



## THRU THE COIN CHUTE CHICAGO CHATTER

Sure sign of summer: Execs gathering 'round TV receivers to view the ball games. . . . Top show at Chez featuring Lena Horn brings out coinmen and their wives Satty nite. Caught enjoying themselves on this packed warehouse floor: Bill and Lucy DeSelm, Merle Casola, Bill and Cissie Gersh, Nate and Irene Gottlieb, Mr. and Mrs. Stan Levin. . . . If all goes well there may be an MOA convention this fall. . . . Heard around town, "So where's all the money?" . . . Board of Directors' meet of music ops' association, this past week, was to discuss ASCAP, McCarran and Dirksen Bills. . . . Bill O'Donnell of Bally needs a set of asbestos ear muffs. . . . Jim Guichard back in business. With a wrought iron stand for TV sets. Over at Empire. . . . Hope is that juke box ops will arrange for full day's collections to go to "Edgewater Heart Fund". . . . Clipping from Memphis paper reads: "Johnny Long and his ork appearing at the Club Casino. Vocals by Clarence Camp".

Since dry desert air did so much good for Ray Moloney, some of the boys here getting together to buy Ray a burro, a prospecting outfit, and send him out into the desert. (One sure thing, Ray'll discover gold, where thar was no gold in that thar desert before). . . . In case your copy of The Cash Box has been getting to you a day late blame it on New York's postal chief. He took all the blame publicly when N. Y. Chamber of Commerce made survey and showed him all mail was being delayed. . . . Boys hearing Georgie Jenkins' voice again ask, "How long've you been back on the job?" To which Georgie claims he answers, "Some people say 'never'". . . . Lots of action over at Exhibit as Frank Mencuri officially announces firm's new boat ride: "Sea Skate". Now in production. Shipments being made just as fast as possible. . . . By the way, the little boy modeling with "Sea Skate" (and also with other Exhibit rides) is George Weinand. Li'l 5 year old Georgie doesn't say a word while they pose him thisaway and thataway. But, when he gets home, he cracks to Pop Art Weinand, "So where's my dollar for modeling?" . . . Those typewriters were removed from Tom Callaghan's office before he got back. Didn't want anything like work to interfere with Tommy, huh?

"Well, here it is", is the way Paul Huebsch put it over at Keeney last week when he presented "Club Bowler". "The game clicked quick and big", according to Paul. But Paul wishes he were down in Miami with pa-in-law, Roy McGinnis, who's scoring himself into a beautiful tan on Miami's sunny golf courses. . . . Stewart (What-A-Man) Metz, along with his relief pitcher, Carroll Strachota, of S&A, San Berdoo, Cal., tremendously enjoying the dinner party given by Jack Nelson, who had Phil Weinberg and Art Garvey acting as relief pitchers for him. . . . Cracklingest crack of the week: By Harold Lieberman. Who asked Nate Gottlieb over the longdistancephone, "Say, Nate, are you a 'mole'?" When Nate asked, "Why?" Harold cracked, "You're cutting me shorter all the time". . . . Dan Moloney still down Floridaway sending up the orders. . . . If you are reading somebody else's copy of The Cash Box why not have your own? . . . Miss Leoma Wiseman of Belle, W. Va. can read diagrams and charts and repair any type machine as well as any mechanic.

Louis Boasberg postcards to pals here from Paris, France. Where Lou is comparing the food vs Noo Ohleans. . . . T. B. Holliday of Columbia, S. C. in town and yelling for more "Beach Clubs". . . . Lou Fenn, well known Chi vending op, buying up all the "Popcorn Sez" machines he can. He's vending shoe string potatoes thru 'em. . . . Irv Webb back after a four months vacation in Palm Springs. Oh for the life of the man with the lettuce. . . . Earl Moloney getting a well deserved rest down Floridaway. . . . Very charming Nilda Bondioli. A whole story in herself as manager of Pop Burt Bondioli's music biz. Nilda chasing Pop down to Miami. And Bob Gnarro going along with him. . . . Phil Weisman lost his lease and is moving Universal to 2501 S. State. . . . Capt. Tom Callaghan seeking "Meet Mr. Callaghan" (records) for his pals in Puerto Rico. . . . Grapevine report: Sam Kressburg planning to install music mechanism in his "Smoke Shop" cigaret vendors. (Reminds of the old time Caille's and Jennings' console bells with music). . . . Vince Shay puts it this way, "Some of these guys are like morning glories. Bloom quick. Die quick."

Didja know that Jack Nelson was a songwriter? Oh, yez, oh, yez. And clicked, too with: "Ring The Bell For Uncle Sam". Written during War II. But now that royalties have ceased, Jack planning another tune. . . . Introduction of "Grand Slam" found the whole Gottlieb family on hand at the factory for the first time in months. Dave, Sol, Nate and Alvin Gottlieb. So now Alvin's gettin' itchy feet. Wants away to Miami. "To do some fishin'", he says. . . . Fred Morris of H. C. Evans trying like anything to get thru the 'busy circuits' to F. Lauderdale for talk-talk with Dick Hood. . . . Henry T. (Heinie) Roberts phones. Not in coinbiz for sometime now. But still thinks about it. And likes the speed action. . . . Ed Wurgler in Chi this past week. Ed down with a very serious case of pneumonia in Indianapolis this past Febr'ary. In oxygen tent for week. In hospital for over 2 weeks. . . . (Aside: Thanks to Edith Davis and Bob Gnarro for the beautiful bouquet) . . . One of the busiest boys 'round town: Len Micon at World Wide. "Just gimme more 'quiment", Len hollers. . . . Art Weinand's edition of this past week's "Exhibit Supply News Bulletin" incorporates new gossip colyum. In which busy Arthur writes: "That just reminds me—must check The Cash Box to find out what I've been doing lately—Gersh must have a crystal ball stashed away some place". . . . Ask Nate Gottlieb to tell you the story about the flute player. . . . Ben Coven in one conference after another this past week as out-of-town ops call on Ben to help them out with problems.

If you haven't as yet attended one of the bowling Monday nites at the Fire-side Bowl, 2650 W. Fullerton, better do so quick. Only 3 sessions remain. The

ORDERS! REORDERS! PHONE CALLS! WIRES!

# Chicago Coin's 10th FRAME DOUBLE-SCORE BOWLER

No matter what score players have... the game is never over till the last puck!

**HERE'S WHY!...**  
A Player in the 10th Frame has the opportunity to Add up to 180 POINTS to his Total Score.

5th Frame Score DOUBLES!

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- New hinged front door with jumbo cash box!
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- 7 - 10 split pick-up!

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CHICAGO ILLINOIS



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**OUR EQUIPMENT IS THE  
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WURLITZER 1015	\$149.50	AMI Model "B"	\$395.00
WURLITZER 1015 with Cobra Tone Arm	165.00	SEEBURG 148ML	199.50
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## CHICAGO CHATTER

music boys have themselves lots of fun. Shouting and excitement the order of the evening. This past week Wm. Paradee scored up 526 to help B & B Novelty take 2 games from ABC #1. . . . R. L. Capone with a 545 (high for the men) sparked Melody in 3 wins from Coral. (And Charley Michaels howled and howled. But, it did no good). . . . Tony Genovese, who bowls for Oomens, used to be a box fighter 'way back. . . . Southpaw Norbert Delort (454) and Dom Radusta (523) whammed Decca thru for 2 from ABC #2. . . . Millie Nyland got all hepped up over Paul Brown's return, scored 415, and Star took 2 from Gillette. . . . Regardless of Tony Galgano's 525 his team lost 2 to Atlas. . . . Johnny Oomens came thru with a 502 to help his team take 2 from Columbia. If Isabelle Oomens would have been there they would have beaten Columbia for 3 games for sure. . . . Next season will see Ben Coven sponsoring a team. Maybe Ray Cunliffe and Jack Paschke, too.

Word up from St. Louis that Jackie Rosenfeld's big Rock-Ola party pulled in over 200 people. J. Raymond Bacon, Kurt Kluever and Jack Barabash present from Rock-Ola factory. Archie LaBeau and his son, George, also present from St. Paul. Affair was tremendous success. Plenty orders taken for new Rock-Ola phonos. . . . Harry Brinck of Butte, Mont. in town this past week. . . . Bud Ajax of Puget Sound Novelty, Seattle, also here, and showing off his gorgeous 12 year old dotter, Carol. . . . Joe Villars of Tac Amusement, New Orleans, writes for info on "depreciation". (Have you written your Senator and Congressman to back Senate Bill 298 which will allow you to optionally depreciate your equipment yourself in reasonable period of time?) . . . More and more music ops writing their Congressmen and Senators to help squelch both the McCarran and Dirksen Bills. . . . C. A. (Shorty) Culp of Okla City in town visitin' about. . . . Lottie Berman of Indianapolis and Bill Marmer of Zinzinnati also around. . . . Ray and "Snooks" Williams up from Dallas seein' what Cheecahgo has to offer which ain't like Texas.

"It's What's in THE CASH BOX That Counts"



# THE "20 YEAR CLUB"

*"I think this is an excellent idea."*

**Bert B. Davidson**  
Rudolph Wurlitzer Co.

A new compilation of the members of the coin machine industry who have joined the "20 Year Club" was published in the March 14 issue of *The Cash Box*.

This was a long and imposing list of names of men and women who have been associated with the coin machine industry for 20 years or more.

After we went to press on the March 14 issue, a large number of additional applications have reached this office. We shall publish these names in a forthcoming issue.

Outside of the fact that you've been connected with the industry for 20 years or more, there are no other qualifications. The idea is strictly sentimental—and will serve to bring together those people who, in a great many instances, have been pioneers in this modern age of our industry.

**SO — YOU TWENTY YEARS — WHO HAVEN'T AS YET APPLIED, MAIL IN THE COUPON BELOW.**

**Joe Orleck**

**THE CASH BOX**

26 West 47th Street  
New York 36, N. Y.

Dear Joe:

I have been connected with the Coin Machine Industry for 20 years or more.

Please enter my name as a member and send me a membership card.

NAME .....

FIRM .....

ADDRESS .....

CITY..... ZONE..... STATE .....

Date I entered the C. M. Business.....

● Also Send Membership Card For ●

(Enclose Names, Firms, Addresses and when they started)



## LOS ANGELES

Ray Moloney, president of Bally Manufacturing Company, a brief guest of Lucille and Paul Laymon, local Bally distrib. Ray spent most of his two week vacation at the warm climes of Palm Springs. . . . Al Weymouth, back from a trip to the Hawaiian Islands where he shot several hundred feet of color film. . . . Lyn Brown, Exhibit Supply regional rep out this way, spreading the gospel re the firm's new kiddie boat ride "Sea Skate". Hear tell that it's really a corker. "The boat was the hit of the Toy Show recently concluded in New York" sez Lyn . . . we still don't know how he manages to keep that fire-red pick up truck so bright and shiny. . . . Paul Kain made one of his not too frequent trips into Los Angeles. . . . Clyde Demlinger marketing a conversion kit for phonos. . . . Jack Lewis, California Music Co. and major domo Sam Ricklin vying with one another as to who tabbed the Allied recording of "Say You're Mine Again" a hit. Sammy, by the way just completed a brand new rack display of 45 rpm records—makes the place look real purty. . . . Cecil Ellison on the row this past week from Lancaster. . . . Now that inventory time is completed up at the Dan Stewart Co., Jack Dolan sez "I hardly had to take it at all, we keep moving so much equipment there's hardly ever anything on the floor." Jack continues doing a phenomenal job via the wonderful Rock-Ola "Fireball" phono, with some of those steady "beat-the-bushes" trips accounting for a good deal of rise in business. . . . Jo Ann Lewis, ex-gal Friday who made a couple of quick plane trips into town to help Jack get caught up on some of the office routine, back to her hubby and Phoenix, "where it's really hot" sez Jo Ann. . . . Cele Padwa, gal Friday to Jack Simon over at Simon Sales, made a trip back home to Cleveland and then returns with the news she's leaving Jack. . . . The boys over at Paul Laymon Co. continue to receive an excellent reception to the brand new Wurlitzer Model 1650 phonograph. Gary Sinclair, regional representative for the factory, in town this past week making the rounds with Jimmy Wilkens, latter who still insists we'll get some deep-sea fishing in before too long. And we're not the only admirers of Charley Daniels' sport shirts we learn. . . . The firm continues to ride high as a kite via Bally's phenomenal "Beach Club." Demand for the game is simply beyond belief. . . . Dock Dockins and Mac McGlone in town this past week from Santa Ana. Understand that the freeway will be completed before too long. . . . Pete Shupp, South Gate operator making the rounds along Pico this week. . . . The Bob Smiths, Jr. and Sr. report business continues to rise what with the summer season upon us. "The hotter it gets, the more people will be using drink machines" sez Bob. . . . We're happy to report that the Misses Mary and Kay Solle returned to Los Angeles safe 'n sound from their recent hiatus to Las Vegas. Couldn't learn whether or not the gals did well at the tables, but we do know they didn't have to walk back to sunny California. . . . Phil Robinson, Chicago Coin's genial gentleman of the constant smile, sporting an even bigger smile as the firm's great new bowler, "Double-Score Bowler" gets a terrific send-off by operators throughout the area. And we hear tell that the firm has an even greater surprise in store for ops in a coupla months. . . . How come we haven't heard from Bob Portale in all these months? . . . Bill Happel, Badger Sales prexy another of the local coin machine men who couldn't possibly be happier. . . . Al Silberman vows he'll take off fourteen pounds and four inches in a couple of weeks, and this time for sure. Meanwhile Al keeps selling the tar out of the place, with "SodaShoppes" going like "wildfire". . . . H. D. McClure, a welcome visitor to sunny Cal., all the way from San Luis Obispo. Another San Luis visitor this week was Danny Jackson. . . . Stan Turner, local music op, elated at seeing his daughter again all the way from Hong Kong . . . and Jack Leonard's dad, Lou, another visitor. Jack's over at the Badger Sales part department.

\* \* \* \* \*

Hank Tronick isn't wearing ear plugs 'cause he's gonna go swimming over at Minthorne Music, 'cepting that the noise the carpenters make doesn't quite allow him to lend a discernible ear to the music of the Seeburg 45. . . . Hank's hoping the firm is completely redecorated in time for the Xmas holidays. . . . George Mahlum continues doing a wonderful job with the Seeburg home phonograph. Latter took advantage of the proximity of the carpenters, and had them build a complete wall installation, ready for the Seeburg phono. . . . Charley Koski getting to be a frequent visitor, making the trip in from San Pedro again this past week . . . and Cecil Ellison was on the row again, from Lancaster. Hear tell that property values are really booming up thar. . . . Abe Chapman still quite busy with his work in behalf of the Mt. Sinai Hospital. . . . There's a good possibility that Los Angeles music ops will go to dime play before too long, with several already making tests throughout the city.

**"It's What's in THE CASH BOX That Counts"**



## CLASSIFIED ADVERTISING SECTION

### CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (\$48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSING WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 19, N. Y.

## WANT

**WANT**—Phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

**WANT**—Music Mirrors, state quantity, condition and price. O'BRIEN, 348 THAMES ST., NEWPORT, R. I.

**WANT**—All types of arcade equipment. Quote lowest price in first letter. Also, will sell shooting gallery, fully equipped or trade for music, arcade or pingame machines. RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN.

**WANT**—We buy dealers' surplus stocks. Operators we pay the highest price for used records from 3 to 6 months old. Top prices paid for 45 RPM's. Call or wire: C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. IS., N. Y. Tel.: Tilden 4-9040.

**WANT**—500, all types, Five Ball Flipper Games. Send list, state names, quantity, condition and quote lowest price in first letter. BADGER SALES CO., 2251 WEST PICO BLVD., LOS ANGELES, CALIF.

**WANT**—We buy new and used records all year-round. Highest prices paid for 78's and 45's. No quantity too large or too small. We also buy brand new LP's (33-1-3 RPM) in quantity. Write or phone. AL ABEL, FIDELITY DISTRIBUTORS, 666-10th Ave., NEW YORK 36, N. Y. Tel.: Judson 6-4568.

**WANT**—Operators and Distributors who are interested in adding America's finest folder vending postage stamp machine to their present route. Steady year round income. For free folders and complete data write SCHWARTZ DISTRIBUTING CO., 1800 S.W. 17th STREET, MIAMI 45, FLA.

**WANT**—Postwar phonographs wanted. All makes. Will pick up. HERMAN DISTRIBUTING COMPANY, 615 TENTH AVENUE, NEW YORK, N. Y.

**WANT**—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel: UNION 1-7500.

**WANT**—A.B.C.'s, Broadways, Bright Lights and Keeney Holidays. Advise quantity and best price. REX COIN MACHINE DISTRIBUTING CORP., 821 S. SALINA STREET, SYRACUSE, N. Y. Tel.: 2-8255.

**WANT**—Will pay cash dollars for Kiddie Rides, Bally Champion Horse. Will buy entire route of Kiddie Rides on location. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON, MASS.

**WANT**—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, GALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel: Dickens 2-7060.

**WANT**—Two-Four- or Six-Player Shuffle Bowling Games; Genco Shuffle Target; 22-foot National or Rockola Shuffle Board; Exhibit Pony Express; 100-Record Seeburg. Write stating condition, number, model and prices. STANLEY AMUSEMENT COMPANY, 5225 SOUTH TACOMA WAY, TACOMA, WASHINGTON.

**WANT**—Tubes: 2051; 2050; 70L7; 2A4; 2A3; 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay \$40 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

**WANT**—Metal Typers, Mutoscope Voice-O-Graphs, ChiCoin Basketballs, and any other late arcade machines. Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel: BRyant 9-6677.

**WANTED**—Mills Panorams—Write price, condition, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

**WANT**—Late Model Phonographs. Will pick up in a radius of 200 miles. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 19, N. Y.

**WANT**—Panorams; Spot Lights; Lite-a-Lines; Five Stars; Coney Islands; Bright Spots; Bright Lights. MONARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: Lincoln 9-3996.

**WANT**—Keeney 4 Player Conversions, for long board with return puck; Genco Scoreboards; Keeney 6 Player Shuffle Alleys. UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH STREET, COLUMBUS, OHIO. Tel: UNIVERSITY 6900.

## CLASSIFIED ADVERTISING SECTION

**WANT**—Bright Lights, Bright Spots, 6 Player Alleys, 100 Record Seeburgs. Quote price and condition in letter. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIFORNIA. Tel: Market 1-3967.

**WANT**—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

**WANT**—Wurlitzer Phonograph Model 1400, 1250 and 1100; A.M.I. Phonograph Model A, B, C, and D; Seeburg Phonograph Model M 100 A, B and C. State quantity, condition and best price in first letter. COVEN DISTRIBUTING CO., 3181 ELSTON AVENUE, CHICAGO 18, ILL. Tel.: INdependence 3-2210.

**WANT**—All types arcade equipment, Seeburg Guns, Seeburg M100s. Quote lowest prices or will trade shuffleboard scoring pads at \$2 per thousand. Write wire, phone. C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel.: DUnkirk 3-1810.

**WANT**—Used Juke Box records, popular, hillbillies, and polkas. Can use all the 45 rpm records you have. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 2440 N. ORCHARD ST., CHICAGO 14, ILL. Tel.: Diversey 8-3996.

**WANT**—Wurlitzer 1017, 1217; Seeburg 100 A & B; AMI D80; AMI Hideaways and Wall Boxes Heavy Hitter, Bally Late 1 Ball F. P., Metal Typers. Write stating condition, number, model and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel: 2648.

**WANT**—Latest model cigarette machines. Can also use Cole, Super-Vend and other drink dispensers, also want hot coffee vendors. Please give quantity, model numbers, condition and price wanted in first letter. Write full details to: BOX NO. 221, c/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

**WANT**—Used Rock-Olas—Models 1428; 1432 and 1434. All plastics and finish must be good. SOUTHERN MUSIC DISTRIBUTING COMPANY, 503 WEST CENTRAL AVE., ORLANDO, FLA.

## FOR SALE

**FOR SALE**—10 Scientific Pokerinos, drop playing field, in good condition ready for location \$75 each. Y & A AMUSEMENT, 36 PURCELL STREET, STATEN ISLAND 10, N. Y.

**FOR SALE**—Ready for location. C.C. King Pin \$125; Genco Hits and Runs \$75; The Thing \$45; Harvest Time \$50; Bomber \$70; Tahiti \$62.50; Utah \$50; Stop & Go \$70; Star Series \$49.50; Chicago Coin Pistol \$95; Dale Gun \$45. AMUSEMENT ARCADE CO., 419-9TH STREET, N.W., WASHINGTON, D. C.

**FOR SALE**—Ready for location. Bright Lights \$195; Coney Islands \$275; Bright Spots \$275; Keeney Lite-A-Line \$85; Atlantic City \$375. MERIT INDUSTRIES, 542 W. 63rd ST., CHICAGO 21, ILL. Tel: ENglewood 4-9202 and ENglewood 4-9204.

**FOR SALE**—Different—Saloon type coin operated 65 note player piano; banjo effect; Seeburg approximately 35 years old. Beautiful mahogany completely refinished. All 80 some odd bellows recovered by professional church organ specialist; like new. A rare buy at \$299.50. Hot for any location. 40 tunes included. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVE., GLENS FALLS, N. Y. Tel.: 2-2519 and 2-6740.

**FOR SALE**—New and used Scales. Send for our special price list on new Scales and bargain list on used ones. SPARKS SPECIALTY CO., SOPERTON, GA.

**FOR SALE**—New Wallboxes 3025 @ \$19.50; Wurlitzer Outdoor Speaker \$37.50; 4006A Speakers \$19.50; 4007A \$22.50; 4009 Speakers \$17.50; 3020 Wallboxes \$25; 1015 Phonographs \$145; 1100's \$295; 146M \$90. CENTURY MUSIC DISTRIBUTORS, 1221 MAIN STREET, BUFFALO 9, N. Y.

**FOR SALE**—Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don't sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND RD., MILWAUKEE 13, WIS. Tel.: BLUemound 8-7600.

**FOR SALE**—United Alleys: 5 Player \$215; 5 Player with Formica and large pins \$240; 6 Player \$240; 6 Player with Formica and large pins \$265; 6 Player Deluxe \$325; 6 Player Supers \$350. CLEVELAND COIN MACHINE EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND 15, OHIO. Tel: TOwer 1-6715.

**FOR SALE**—United Bowlers 5 Play Formica Top \$200; Six Play \$235; DeLuxe \$300; Super \$325; Official \$300; Thunderbolt Horses \$350; Edelco 2 Play Bowlers \$175; 1100 Wurlitzer \$300; Genco 8 Player \$145; United Slugger \$60. MOUNTAIN DISTRIBUTORS, 3630 DOWNIN STREET, DENVER, COLO. Tel: AComa 8518.

**FOR SALE**—Had you some good equipment to sell—phonographs, pinballs, bowlers, etc.—how would you write an ad to attract a few sales? We offer "The Cash Box" prices. What can you use? EDWARDS DISTRIBUTING SERVICE, BOX 400, DOUGLAS, WYO.

**FOR SALE**—Frolics—Ready for location—\$495 ea.; Coney Island, Atlantic City, Bright Spot—Write; 40 pieces prewar music—F.O.B. Cleveland \$1000. LAKE CITY AMUSEMENT COMPANY, 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel: HEnderson 1-7577.

**FOR SALE**—United Six Player DeLuxe \$225; United Six Player Shuffle Alleys with F. T. & J. Pins \$200; United Twin Rebounds with F. T. & J. Pins \$100; United Six Player Supers \$300; Chi-Coin 10th Frame Bowlers \$325. (1/3 deposit). MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.



## CLASSIFIED ADVERTISING SECTION

FOR SALE — 30 Williams Double Header Baseballs — working condition. \$35 each uncrated. DAVE LOWY & CO., 594 TENTH AVENUE, N.Y.C., N.Y. Tel: CHickering 4-5100.

FOR SALE—READY FOR LOCATION — Beautys, Atlantic Cities, Coney Islands, Frolics, Bright Lites, Spot Lites, A.B.C.s, Long Beachs, Genco "400's" Five Stars, Hayburners, Queen of Hearts, K.O.s, Globe Trotters, Just 21s, Ali Babas, Spot Bowls, Old Faithfuls, Basketballs. Many more. All guaranteed. Call, write or wire. DONAN DISTRIBUTING CO., 5007 N. KEDZIE AVE., CHICAGO 25, ILL., JUNiper 8-5211.

FOR SALE—Seeburg M100A phonographs, thoroughly reconditioned and refinished. Look and operate like new phonographs \$595; Seeburg 148ML reconditioned, refinished \$249; Seeburg 147M reconditioned, refinished \$149; Seeburg H146 Hideaway reconditioned, refinished \$115. DAVIS DISTRIBUTING CORP., 738 ERIE BOULEVARD EAST, SYRACUSE 3, NEW YORK.

FOR SALE — Reconditioned Wurlitzers: 1250's \$425; 1100's \$300; 1015's \$150; 1080's \$150. Seeburgs: 146M \$150; 147M \$175; 148M \$275. Packard Manhattan's \$125; Packard Sevens \$75; Wall Boxes 3-W-2 L 56's \$12.50; WL-1 56's \$10 less tubes. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, VA.

FOR SALE—Shuffleboard Wax \$6.25 case of 24; Crusader Horse, painted, like new \$345; Chicago Coin Horse Shoes \$60; Chicago Coin Shuffle Baseball \$45. Will take used records or flipper type pin game in trade. NATIONAL NOVELTY COMPANY, MERRICK, N. Y.

FOR SALE—Make offer on following bowling games—3 Super Twin Bowlers; 3 Double Headers; 1 Skee Alley; 1 Shuffle Skill; 1 Speed Bowler; and 1 Double Shuffle Alley. T & L DISTRIBUTING COMPANY, 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: Main 8751.

FOR SALE—Bowlette \$25; Long Beach \$325; Leader \$300; Stars \$365; Star Series \$45; Tri-Score \$40; Temptation \$33; Trade Winds \$25; Three Feathers \$45; Triple Action \$25. Plenty of other bargains. F.O.B. St. Louis. REEL DISTRIBUTING CO., 4539 ST. LOUIS AVENUE, ST. LOUIS 15, MO.

FOR SALE — America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE — We are distributors in Michigan for AMI, Chicago Coin, Exhibit, Keeney, Genco, Williams, & Victor Vending. We have the largest stock of used games and parts in Michigan. Shuffleboard wax and accessories. MILLER - NEW-MARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W. GRAND RAPIDS, MICH. Tel: 9-8632 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel: TYler 8-2230.

FOR SALE—12 Packard Wall Boxes clean \$4.50 each; 1 United 3-4-5 \$125; 1 Williams Super World Series \$185; 1 Genco Double Action \$50; 1 Williams Long Beach \$225; 1 Genco 400 (5c) \$225. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA STREET, EVANSVILLE 10, INDIANA.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40 word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box, "The 'Bible' of the Coin Machine Industry." Send your check for \$48 today plus your first 40 word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

FOR SALE—15 New Astroscope \$175 each; Metal Stamper, latest model \$350; 5 Scientific Pokerino, like new, \$75 each; Seeburg Bear Gun \$235; Evans Ten Strike \$50. MICHAEL'S COIN DEVICES, NATIONAL AIRPORT, WASHINGTON, D. C.

FOR SALE—24 W4-L56 (5-10-15) \$34.50 ea.; 11 W1-L56 (5c) Remote \$4.50 ea.; 11 30W (5c) Rock-Ola Postwar \$4.50 ea. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C. Tel: 2-3992.

FOR SALE — AMI "A" \$300; "B" \$400; "C" \$450; Evans \$350; 48 Wurlitzer Boxes \$45. Get our prices on premiums. Save 10% on orders of \$100 or over. Gotham "Carsnac" \$5.95; 9 pc. Pop-Corn Set \$1.15; Snack Boards closeout price \$3.95. CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS 4, MO. Tel: GENEva 0972.

FOR SALE—Close outs right off the route — reconditioned like new: Coney Islands with latest improvement—5 finger contacts \$335; Atlantic Cities \$435; Bright Spots \$315; Leaders \$310; Bright Lights \$220; Genco 400's \$295; Genco Jumpin' Jacks (new write); Turf Kings \$120; Citations \$30; Hot Rods \$40; Genco Advance Rolls \$30; Flipper Pins (write). Genco 400's equipped with latest factory improvements for ideal results. One-third deposit. Balance C.O.D. W. E. KEENEY MFG. CO., 5231 S. KEDZIE AVE., CHICAGO, ILL. Tel.: HEmlock 4-3844.

FOR SALE — Bingo Games — Show Boat like new \$395; Bolero \$199.50; AMI Phonographs, Model C \$395. WESTERN DISTRIBUTORS, 1226 SW 16th AVENUE, PORTLAND, OREGON. Tel: Atwater 7565.

## CLASSIFIED ADVERTISING SECTION

FOR SALE — New Astroscope \$275; New 1c Camera Chief \$10; New 1c Advance Peanut Machines \$12; 120 Wurlitzer Wall Boxes \$3; Citations \$55; Bally Rapid Fire \$75; Bowlette \$40. MATHENY VENDING CO., INC., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—Make offer. 5 Ball Free Play — Arizona; Aquacade; Baby Face; Boston; Buccaneer; Buttons & Bows; College Daze; Dallas; DeIcer; Dreamy; Freshie; Just 21; King Arthur; Knock Out; Nifty; El Paso; Oklahoma; Old Faithful; Pinky; Sweetheart. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CAL.

FOR SALE — Chicoin Bowling Alleys \$55; Seeburg Guns \$75; Lite League \$49.50; Deluxe Bowler \$34.50; and many other values. COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.

FOR SALE—Match score shuffle game conversion unit for United 2 to 6 player. Fits on top of head. Easily attached, only 4 wires. Proven highly successful in N. Y. Low price \$49.50. Send for photo. UNITED PLAY MACHINES CORP., 578 TENTH AVE., NEW YORK, N. Y.

FOR SALE—New Smokeshop Cigarette Machine (Write); New Rockola (Write) Turf King—New in Crate \$295; Turf King—used—\$145; Three Mechanical Horses (Thunderbolts) \$574.50 each. EASTERN VENDING SALES CO., 940 LINDEN AVE., BALTIMORE, MARYLAND, Tel.: MULberry 2110.

FOR SALE—5 Bally Spot Lites \$275; Fr lics \$395; United A. B. C. \$105; Turf Kings \$75; Winners \$50; Champions \$35; Photo Finish \$35. All Machines cleaned, checked, ready for location. MICKEY ANDERSON, 314 E. 11TH ST., ERIE, PA. Tel: 22-894.

FOR SALE—AMI "A" \$295; AMI "C" \$495; Seeburg 100-78 \$595. Many others—write for list. YOUNG DISTRIBUTING CO., 599 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-5050.

FOR SALE — Reconditioned; Thing \$35; Lucky Inning \$35; Photo Finish \$35; Citation \$35; Champion \$45; Winner \$85; Goalee \$75; Carnival \$25; Control Tower \$85. J. ROSENFELD COMPANY, 3220 OLIVE STREET, ST. LOUIS 3, MISSOURI. Tel: OLive 2800.

FOR SALE—Exhibit Gun Patrol \$175; Exhibit Jet Gun \$195; Exhibit 6 Shooter \$150; C. C. Pistol \$125; C. C. 4-Player Derby \$150; Williams Horsefeathers \$150; C. C. King Pin \$150; Evans Bat-a-Score \$175; Mutoscope Sky Fighter \$125; Wilcox Recordio \$125; Jungle Joe \$125; Int. Mut. Deluxe Photo-mats \$395. WANT—We will buy at once — Quote lowest prices on Wurlitzer model 1250; Seeburg M100 78 r.p.m.; Seeburg M100-45 BL. BUSH DISTRIBUTING COMPANY, 286 N. W. TWENTY-NINTH STREET, MIAMI 37, FLA.

FOR SALE — United Steeplechase \$295; Coney Island \$245; Touch-down \$245; Williams Spark Plug \$250; Hayburner \$245; Sea Jockey \$245. Write for low prices on pins, bingos arcade games. LEHIGH SPECIALTY, 826 N. BROAD STREET, PHILADELPHIA 30, PA.

FOR SALE—Emperors; Thrones; '39 and '40 Standards and DeLuxes; Classics; WIL56 Wall Boxes; 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. SOUTHSIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEst 3-3224.

FOR SALE—Complete line of used equipment on hand: Phonographs; Shuffle Games; etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Universal; Genco and others. TARAN DISTRIBUTORS, INC., 3401 N. W. 36th ST. MIAMI, FLA. Tel.: 3-7648.

FOR SALE—Attention Penna. Operators: Citations \$40; Champions \$50; Turf Kings \$65. PENNSYLVANIA VENDING COMPANY, 1822 CARSON ST., PITTSBURGH 3, PA.

FOR SALE—Chicago Coin Band Box \$150; Wurlitzer 1100 \$275; Super Twin Rotation \$200; Scientific Bating Practice \$65; Chicago Coin Hit Parade \$65. A. P. SAUVE & SON, 7525 GRAND RIVER AVENUE, DETROIT 4, MICHIGAN. Tel: TYler 4-3810.

FOR SALE—AMI-D40 write; Exhibit Six Shooter \$160; Silver Bullet \$140; Country Fair \$175; Shuffle Horseshoe \$95; Bear Gun \$225; Chi-Coin Derby \$250; Pin Balls \$25 up. Other equipment. COIN MACHINE EXCHANGE, 303 AIRPORT DR., SHREVEPORT, LA.

FOR SALE—Spot Lites \$275; A.B.C. \$100; Zingo \$125; Stars \$325; Bright Lights \$250; Frolics \$450. ALLAN SALES, INC., 928 MARKET STREET, WHEELING, W. VA. Tel: WHeeling 5472.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: RIVERSide 4131.

FOR SALE—Coney Islands \$335; Atlantic Cities \$425; Universal Five Star \$75; Keeney Lite-A-Line \$95; Skee Alley \$65. Frolics—write. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILL.



**CLASSIFIED ADVERTISING SECTION**

**FOR SALE**—100 Record Seeburg 45 (write); 1250 Wurlitzer 45 \$425; 600 Wurlitzer \$50; Double Header \$50; Ski Alley \$75; Williams Super World Series \$250; Exhibit Six Shooter \$160; Dale Gun \$50. V. YONTZ SALES CO., BYESVILLE, OHIO.

**FOR SALE**—One Stop Record Service. Large stock of major, independent 45's, 78's. Popular, Rhythm, Blues. We ship anywhere at cost plus 5c per record. LOMBARDI RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SHOP, 3757 W. CHICAGO AVE., CHICAGO, ILL. Tel: SACramento 2-5050.

**FOR SALE**—The old reliable Massengrill coin operated pool tables. Write for price list on used equipment. We will buy one balls, Bingo games, recent shuffle alleys. DARLINGTON MUSIC COMPANY, DARLINGTON, S. C. Tel: 500.

**FOR SALE** — Bally Atlantic City; Palm Beaches; Frolics; and Beautys. Also, floor sample Chicago Coin Bowl-A-Ball and all late Gottlieb 5-ball used games. If interested, call, write, or wire. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LOUISIANA. Tel: CAnal 8318.

**FOR SALE**—Seeburg 147 \$99; Packard Manhattan \$99; Shuffle Alley Express \$29.50; Genco Target \$39.50; Viking Popcorn Machine \$79; Spares & Strikes \$149. AMERICAN VENDING CO., 2359 CONEY ISLAND AVENUE, BROOKLYN, NEW YORK.

**FOR SALE**—Quartette \$160; Minstrel Man \$90; Globe Trotters \$135; Mermaid \$95; KO's \$45; Seeburg wall boxes \$5; All in A-1 shape. STARK NOVELTY CO., 2429-7th, N. W., CANTON, OHIO.

**Notice!**

YOU CAN SAFELY SEND DEPOSITS TO  
ADVERTISERS IN "THE CASH BOX"

**Your Deposit is  
GUARANTEED**

AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box" Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

**THE CASH BOX**

26 West 47th Street, New York 19, N. Y.

**FOR SALE**—Terrific deal on brand new 5c hot nut machines; 5 lb capacity. Distributors and Operators write for deal on accepted sensational Kiddie Rides. Finest guaranteed reconditioned phonographs of all types; low prices. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVENUE, ELIZABETH, N. J.

**FOR SALE**—115 New and used wall boxes \$100 at Thermopolis, Wyoming. "Radio" JOE WARRINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

**FOR SALE**—Bomber \$40; Judy \$45; King Pin \$50; Buttons & Bows \$32.50; Thing \$32.50; What's My Line \$49.50; Tri-Score \$35; Harvest Time \$35; Knock Out \$45; Punchy \$40; Fighting Irish \$45; Gin Rummy \$42.50; Spring Time \$85; Bit Hit \$165; Slug Fest \$140; Whiz Kids \$105; Hits & Runs, Genco, \$55; Canasta \$25; Boston \$39.50; 49 Majors \$27.50; Jennie \$50; Tumbleweed \$52.50; St. Louis \$32.50; Red Shoes \$60; Tucson \$22.50; Hit Parade \$27.50; South Pacific \$49.50; Shanty Town \$62.50; Morocco \$22.50; Bank-A-Ball \$35; Mardi Gras \$27.50; Rainbow \$22.50; Just 21 \$15; Play Tune \$30; Freshie \$42.50; MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, 14, OHIO. Tel: SUPERior 1-4600.

**FOR SALE**—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WESTERHAUS COMPANY, 3726 KESSEN AVENUE, CINCINNATI, O. Tel: MONTana 5000-1-2.

**MISCELLANEOUS**

**NOTICE**—Mailing list of more than 11,350 active coin machine operators and distributors in the United States. Shows types of machine operated. \$25 per copy. State listings 1c per name. L. W. WHIPPLE, P.O. Box 125, MATTHEWS, N. C.

**NOTICE**—These 3 telephone numbers are important to you: The Cash Box, New York City, JUDson 6-2640; The Cash Box Chicago, Ill., DEArborn 2-0045; The Cash Box, Los Angeles Calif., WEBster 1-1121.

**NOTICE**—"O.P.S. Off." Hawley Dime Converter Kit for old style and new style Packard Boxes. 25 Lots, \$1.25 ea.; Samples \$1.50. Contains Dime Glass, Dime Bushings, parts for retractor. Dime Bushings available, 25c ea. HAWLEY DISTRIBUTING, 2720 W. PICO BLVD., LOS ANGELES, CALIFORNIA.

**NOTICE**—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAGnolia 3931.

“*Appreciate not missing any copies of this, (The Cash Box), as it is without doubt my business bible. I refer to it so many times that I cannot understand any operator NOT being a subscriber.*”

MRS. GERTRUDE BROWNE  
Paramount Vending Co.  
Beacon, N. Y.

*If you are reading  
someone else's copy of  
The Cash Box  
you miss its tremendous value—  
YOU CANNOT  
REFER BACK TO IT  
AS YOU NEED  
VITAL INFORMATION.  
You NEED Your Own Copy!*

*Why not mail this coupon Today!*

**THE CASH BOX**

26 WEST 47th STREET  
NEW YORK 36, N. Y.

Enclosed find my check for \$15 for a Full Year  
(52 Weeks) Subscription.

NAME .....

FIRM .....

ADDRESS .....

CITY..... ZONE... STATE.....



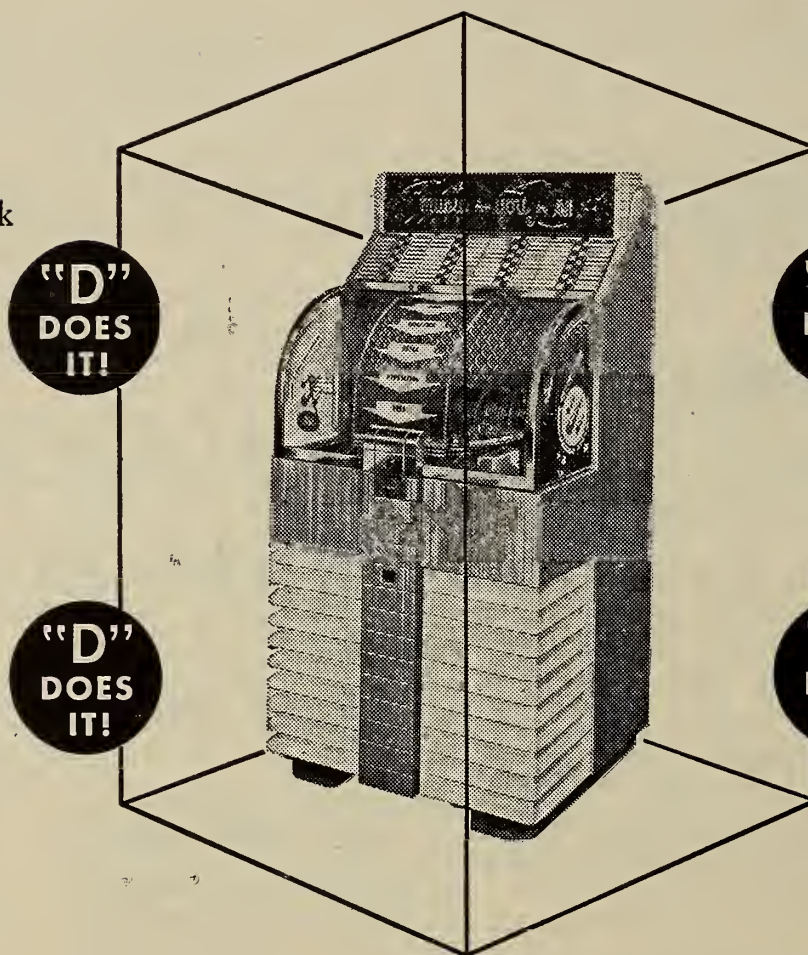


### Build Your Volume

Supermarkets operate on quick turnover, volume sales. So does the profit-wise AMI Operator.

### Cut Your Overhead

Supermarkets simplify operations to cut wasteful expense, keep maintenance at a minimum.



### Reduce Your "Down Time"

Supermarkets are open for business early and late, as is the dependable, trouble-free AMI.

### Make Every Penny Count

Supermarkets buy smart, get top quality at reasonable prices, get the greatest net from every profit margin.

# AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

"It's What's in THE CASH BOX That Counts"





NUMBER OF EACH MACHINE OWNED  
VALUE OF MACHINES HERE  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

## AIREON

4. Fiesta	50.00	70.00
6. '47 Hideaway	119.50	195.00
4. '48 Coronet 400	64.50	70.00
4. '49 Coronet 100	125.00	169.50

## A M I

1. WM Wall Box	22.50	25.00
2* Model A '46	225.00	325.00
3* Model B '48	375.00	400.00
4* Model C	395.00	495.00

## BUCKLEY

4. Wall & Bar Box O.S.	3.00	5.00
4. Wall Bar Box N.S.	6.00	17.50

## MILLS

4. Panorama	275.00	295.00
4. Throne of Music	25.00	69.50
4. Empress	29.00	69.50
6. Panoram 10 Wall Box	5.00	8.50
4. Panoram Peek (Con)	185.00	295.00
6. Conv. for Panoram Peek	10.00	29.50
4. Constellation	129.50	150.00

## PACKARD

4* Pla Mor Wall & Bar Box	4.00	7.50
4* Manhattan	79.00	125.00
4. Model 7 Phono	69.00	75.00

## ROCK-OLA

4. Playmaster '46	50.00	79.50
4* 1422 Phono ('46)	79.50	129.50
4. 1424 Phono (Hideaway)	99.50	169.00
4* 1426 Phono ('47)	115.00	169.50
4. 1432 (Rocket '51)	375.00	395.00
4. 1434	395.00	449.50
4. Magic Glo (1428)	199.50	249.00
4. 1501 Wall Box	3.00	4.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
4. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
4. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

## SEEBURG

4. Hi-Tone 9800	29.50	60.00
4. Hi-Tone 9800 RC	29.50	60.00
4. Hi-Tone 8800	29.50	59.00
4. Hi-Tone 8800 RC	29.50	59.00
4. Hi-Tone 8200	29.50	59.00
4. Hi-Tone 8200 RC	29.50	59.00
2* 146S	99.50	129.00
2. 146M	99.50	150.00
4. 147S	99.00	140.00
1* 147M	140.00	175.00
4. 148S	140.00	199.00
4. 148M	250.00	275.00
2* 148ML	209.00	249.00
4* M-100-78	574.00	675.00
4* 3W2 Wall-a-Matic	9.95	12.50
4* WIL-56 Wall Box 5c	4.50	10.00
4. 3W5-L-56 Wall Box 5, 10, 25c	25.00	27.50
4. W4L-56	24.50	35.00
4. W6L-56-5/10/25 Wireless	30.00	40.00
4. 3W7-L56	25.00	34.50
6. Tear Drop Speaker	12.50	17.50

←TOTAL NO. TOTAL VALUE→

THIS WEEK'S USED  
MACHINE QUOTATIONS14th Year of Publication  
707th Consecutive Week's IssueHow To Use "The  
Confidential Price Lists"[Also Known As the "C. M. I. (Coin Machine  
Industry) BLUE BOOK"]

FOREWARD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning. "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

## EXPLANATION

1. Prices UP
  2. Prices DOWN
  3. Prices UP and DOWN
  4. No change from Last Week
  5. No quotations Last 2 to 4 Weeks
  6. No quotations 4 Weeks or Longer
  7. Machines Just Added
- \* Great Activity

NUMBER OF EACH MACHINE OWNED  
VALUE OF MACHINES HERE  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

## PHONOGRAPHS (Cont.)

## WURLITZER

4. 750E	29.50	69.50
4. 780M Colonial	29.50	99.50
4. 780E	29.50	89.50
1. 800	29.50	60.00
4. 850	29.50	79.50
4. 950	39.50	99.50
2* 1015	109.50	169.50
4. 1017 Hideaway	115.00	129.50
2* 1100	229.50	329.00
4* 1080	125.00	150.00
2* 1250	315.00	425.00
4. 3031 Wall Box	4.95	9.95
4. 3045 Wall Box	5.00	25.00
4. 3020 Wall Box	19.50	25.00
4. 3025	5.95	6.00
4. 2140 Wall Box	10.95	19.00
4. 219 Stepper	20.00	22.50

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED  
VALUE OF MACHINES HERE  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

## PHONOGRAPHS (Cont.)

## MISCELLANEOUS

4. ChiCoin Band Box	139.50	150.00
4. Chicago Coin Hit Parade	65.00	129.50
2. Ristaurcat	35.00	65.00
4. Williams Music Mite	49.50	75.00
4* Evans Constellation	350.00	395.00

←TOTAL NO. TOTAL VALUE→



Manufacturers and date of game's release listed.  
Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit;  
(Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un)  
United; (Wm) Williams.

4. ABC Bowler	25.00	60.00
4* A.B.C. (Un 5/51)	95.00	150.00
4. Across the Board	225.00	245.00
4. Ali Baba (Got 6/48)	25.00	34.50
4. Alice (Got 8/48)	24.50	45.00
7. All Star Basketball (Got 2/52)	149.50	175.00
4. Aquacade (Un 4/49)	20.00	39.50
4. Arizona (Un 5/50)	40.00	79.50
4. Arcade (Wm 11/51)	115.00	145.00
4* Atlantic City (B 4/52)	375.00	449.00
4. Baby Face (Un 1/49)	24.50	39.00
4. Ballerina (B 48)	10.00	24.50
4. Band Leader	25.00	49.00
4. Banjo	20.00	24.50
2. Bank-A-Ball (Got)	27.50	74.50
4. Barnacle Bill (Got 8/48)	34.50	50.00
1. Basketball (Got 10/49)	95.00	150.00
4. Be Bop (Ex)	49.50	69.00
4. Bermuda (CC 11/47)	20.00	35.00
4. Big Hit (7/52)	165.00	195.00
4. Big Top	50.00	64.50
4. Black Gold	29.50	59.50
4. Blue Skies (Un 11/48)	24.50	35.00
2* Bolero (Un 1/52)	195.00	220.00
4. Bomber (CC 5/51)	40.00	70.00
4* Bonanza (Wm 11/47)	12.50	29.50
1. Boston (Wm 5/49)	40.00	69.50
4. Bowl. Champ (Got 2/49)	50.00	59.00
4. Bowling League (Got 8/47)	10.00	50.00
1* Bright Lights (B 5/51)	195.00	295.00
2* Bright Spot (B 11/51)	275.00	325.00
4. Broadway (B)	175.00	189.50
4. Buffalo Bill (Got 5/50)	44.50	79.00
4. Buccaneer (Got 10/49)	34.50	55.00
4. B'tt'ns & B'ws (Got 3/49)	32.50	59.00
4. Camel Caravan	39.50	69.50
4. Caravan (Wm 7/52)	150.00	185.00
4. Campus	55.00	65.00
1. Canasta (Ge 7/50)	25.00	69.50
4. Carnival (B '48)	25.00	49.50
4. Carolina (Un 3/49)	22.00	34.50
4. Carousel	15.00	29.50
4. Catalina (CC 2/48)	20.00	35.00
4* Champaign (B '48)	35.00	75.00
1. Champion (CC 6/49)	59.50	69.50
4. Chico	27.00	45.00
4. Chinatown (Got 10/52)	185.00	225.00
4. Cinderella (Got 3/47)	29.50	75.00
4. Circus (Un 9/52)	345.00	445.00
4* Citation (B/48)	24.50	65.00
4. Cleopatra	15.00	24.50
4. College Daze (Got 8/49)	50.00	75.00
2* Coney Island (B 9/51)	225.00	335.00
4. Contact	24.50	55.00
4* Control Tower (Wm 4/5)	80.00	95.00
4. Coronation (Got 11/52)	210.00	235.00
1. County Fair (Un)	95.00	175.00
4. Crazy Ball (CC 7/48)	29.50	35.00
4. Crossroads (Got 5/52)	175.00	215.00
4. Cyclone (Got 5/51)	139.50	155.00
4. Dallas (Wm 2/49)	44.50	60.00

←TOTAL NO. TOTAL VALUE→



### NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE

(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

#### PINBALL GAMES (Cont.)

4. De Icer (Wm 11/49) ...	75.00	95.00
4. Dew Wa Ditty (Wm 6/48) ...	20.00	34.50
2. Domino (Wm 6/52) ...	169.50	195.00
4. Double Action ...	50.00	95.00
4. Dbl. Feature (Got 12/50) ...	85.00	115.00
4* Dbl. Shuffle (Got 6/49) ...	49.50	75.00
1. Disk Jockey (Wm 1/53) ...	165.00	215.00
2. Dreamy (Wm 3/50) ...	64.00	84.50
4. Eight Ball ...	120.00	150.00
4. Entry (B '47) ...	25.00	65.00
4. El Paso (Wm 11/48) ...	20.00	39.50
4* Fight'g Irish (CC 10/50) ...	45.00	75.00
4* Five Star (Univ 5/51) ...	75.00	100.00
4. Floating Power ...	44.50	49.50
7. Flying High (Got 2/53) ...	250.00	275.00
4. Flying Saucers (Ge 12/50) ...	59.50	79.00
4. Football (CC 8/49) ...	59.50	75.00
1. Four Corners (Wm 12/52) ...	180.00	210.00
4. Four Horsemen (Got 9/50) ...	89.50	110.00
2* Four Hundred (Ge '52) ...	195.00	295.00
4. Four Stars (Got 6/52) ...	165.00	225.00
4. Freshie (Wm 9/49) ...	42.50	74.00
4* Frolics (B 10/52) ...	395.00	495.00
4* Futurity (Ge 6/52) ...	225.00	275.00
4. Georgia (Wm 9/50) ...	79.50	95.00
4. Gin Rummy ...	42.50	65.00
4. Gizmo (Wm 8/48) ...	19.50	35.00
4. Glamour ...	24.50	75.00
4. Globe Trotter ...	135.00	145.00
4. Gold Cup (B '48) ...	24.50	55.00
6. Gold Mine ...	29.50	49.50
4. Golden Gloves (CC 7/49) ...	65.00	75.00
4. Gondola ...	19.50	35.00
4. Grand Award (CC 1/49) ...	24.50	35.00
4. Handicap ...	225.00	269.00
7. Happy Days (Got 8/52) ...	200.00	250.00
4. Happy-Go-Lucky ...	139.50	150.00
4. Harvest M'n (Got 12/48) ...	25.00	59.00
4* Harvest Time (Ge 9/50) ...	35.00	87.50
4. Harvey (Wm) ...	119.00	175.00
6. Hawaii (Un 8/47) ...	20.00	29.50
4* Hayburner (Wm 7/51) ...	125.00	245.00
4. Hit Parade ...	27.50	29.50
4. Hit Parade (CC) ...	27.50	65.00
4. Hit & Runs (Ge 5/51) ...	55.00	75.00
4. Hit 'N Run (Got 4/52) ...	150.00	160.00
4. Holiday (CC 12/48) ...	39.50	45.00
4. Holiday (Ke 12/51) ...	225.00	259.50
1. Hong Kong (Wm 10/52) ...	175.00	199.50
4. Horsefeathers ...	150.00	159.00
4. Horse Shoe (Wm) ...	139.50	159.50
4. Hot Rods (B '49) ...	40.00	65.00
4. Humpty Dumpty (Got 10/47) ...	24.50	35.00
4. Jack 'N Jill (Got 4/48) ...	25.00	45.00
4. Jalopy (Wm 9/51) ...	150.00	175.00
4. Jamboree ...	24.50	39.50
4. Jeanie (Ex 7/50) ...	50.00	85.00
1. Jockey Special (B '47) ...	19.00	49.50
4. Joker (Got 11/50) ...	105.00	110.00
2. Judy (Ex 7/50) ...	45.00	75.00
1. Jumping Jacks (Ge '52) ...	295.00	325.00
1. Just 21 (Got 1/50) ...	15.00	49.50
4. K. C. Jones ...	50.00	55.00
4. King Arthur (Got 10/49) ...	40.00	89.00
4. King Cole (Got 5/48) ...	20.00	45.00
1* King Pin (CC) ...	50.00	155.00
4* Knockout (Got 1/51) ...	45.00	79.50
4. Lady Robin Hood (Got 1/48) ...	25.00	35.00

←TOTAL NO. TOTAL VALUE→

### NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE

(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

#### PINBALL GAMES (Cont.)

4* Leaders (Un) ...	269.50	310.00
4. Leap Year ...	25.00	39.50
4. Line Up ...	25.50	34.50
4* Lite-A-Line (K 6/51) ...	95.00	159.50
4* Long Beach (Wm 8/52) ...	195.00	325.00
4* Lucky Inning (Wm 5/50) ...	35.00	69.50
4. Lucky Star (Got 5/47) ...	29.50	50.00
4. Mad. Sq. Garden (Got 6/50) ...	95.00	115.00
4. Majors '49 (CC 2/49) ...	27.50	45.00
4. Major League Baseball ...	20.00	39.50
4. Manhattan (Un 2/48) ...	22.50	34.50
4. Majorettes (Wm 4/52) ...	135.00	145.00
4. Mardi Gras ...	27.50	29.50
4. Marjorie (Got 7/47) ...	14.50	29.50
4. Maryland (Wm 4/49) ...	20.00	55.00
4. Merry Widow ...	25.00	29.50
4. Melody (B 47) ...	15.00	49.50
4. Mercury (Ge) ...	59.50	79.00
4. Mermaid (Got 6/51) ...	95.00	139.00
4. Minstrel Man (Got 3/51) ...	90.00	110.00
4. Monterrey (Un 5/48) ...	10.00	35.00
4. Moon Glow (Un 12/49) ...	24.50	39.50
4. Morocco ...	22.50	35.00
4. Nevada (Un 10/47) ...	15.00	29.50
4. Niagara ...	145.00	185.00
4. Nifty (Wm 12/50) ...	89.50	94.50
6. Nudgy (B 47) ...	25.00	39.50
4. Oasis ...	75.00	85.00
4. Oklahoma (Un 6/49) ...	64.50	69.50
1. Old Faithful (Got 1/50) ...	79.50	89.50
4. Old Hiltop ...	150.00	160.00
4. Olympics (Wm) ...	170.00	175.00
4. One Two Three ...	34.50	45.00
2* Palm Beach (B 7/52) ...	450.00	465.00
4. Paradise (Un 7/48) ...	12.50	35.00
4. Paratrooper (Wm 9/52) ...	140.00	175.00
4. Phoenix ...	35.00	39.00
1* Photo Finish ...	25.00	40.00
4. Pin Bowler (CC 7/50) ...	49.50	80.00
4. Pinch Hitter (Un 5/49) ...	24.50	49.50
2. Pinky (Wm 10/50) ...	69.50	95.00
4. Play Ball (CC 1/51) ...	35.00	45.00
4. Play Boy (CC 5/47) ...	35.00	95.00
4. Playland (Ex 8/50) ...	65.00	89.50
4. Playtime (Ex) ...	30.00	45.00
4. Puddin' Head ...	35.00	39.50
4. Punchy (CC 11/50) ...	40.00	75.00
1. Quarterback (Wm) ...	35.00	79.50
4. Quartet (Got 2/52) ...	149.50	175.00
7. Queen of Hearts (Got 1/53) ...	240.00	250.00
4. Rag Mop (Wm 11/50) ...	89.50	95.00
4. Rainbow (Wm 9/48) ...	22.50	35.00
4. Ramona (Un 2/49) ...	20.00	35.00
4. Rancho (B '48) ...	10.00	25.00
6. Record Time ...	22.50	59.50
4. Red Shoes (Un 12/50) ...	60.00	75.00
6. Repeater ...	17.50	29.50
6. Rio (Un 12/46) ...	15.00	20.00
4. Rip Snorter (Ge) ...	35.00	50.00
6. Riviera ...	14.50	25.00
4. Rocket (Ge 5/50) ...	69.50	79.50
4. Rockettes (Got 8/50) ...	85.00	95.00
4. Rondevoo (Un 5/48) ...	15.00	29.50
4. Rose Bowl (Got 10/51) ...	139.50	159.00
4. Round Up (Got 11/48) ...	24.50	49.00
1. St. Louis (Wm 2/49) ...	32.50	69.50
4. Sally (CC 10/48) ...	10.00	20.00
4. Samba ...	27.50	59.50
4. Saratoga (Wm 10/48) ...	39.50	45.00
6. School Days ...	15.00	17.50
6. Score-A-Line ...	20.00	39.50

←TOTAL NO. TOTAL VALUE→

### NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE

(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

#### PINBALL GAMES (Cont.)

4. Screwball ...	24.50	34.50
6. Sea Hawk ...	15.00	22.00
4. Sea Jockeys (Wm 12/51) ...	125.00	245.00
6. Sea Isle (CC 11/47) ...	14.50	19.50
1. Select-A-Card (Got 4/50) ...	40.00	79.50
4. Serenade (Un 12/48) ...	29.50	34.50
4. Shanghai (CC 4/48) ...	24.50	39.00
4. Shantytown ...	62.50	85.00
4. Sharpshooter (Ge) ...	40.00	65.00
4. Shoo Shoo (Wm 2/51) ...	55.00	90.00
6. Shooting Stars ...	19.50	35.00
4. Short Stop ...	25.00	45.00
7. Shoot the Moon ...	145.00	160.00
4. Show Boat (Un 1/49) ...	10.00	20.00
7. Show Boat (Un 1/53) ...	395.00	400.00
6. Silver Spray ...	14.50	24.50
6. Silver Streak (B 47) ...	14.50	19.50
4. Singapore (Un 11/47) ...	22.50	29.50
1. Skill Pool ...	175.00	200.00
6. Sky Lark ...	39.50	59.50
6. Sky Line ...	17.50	29.50
6. Sky Ray ...	12.50	19.50
4. Slugfest (Wm 3/52) ...	100.00	140.00
6. Slugger ...	14.50	19.50
6. Smarty (Wm 12/46) ...	14.50	25.00
6. Smoky ...	12.50	19.50
4. South Pacific (Ge 3/50) ...	49.50	69.50
4. Spark Plugs (Wm 10/51) ...	145.00	250.00
4. Special Entry (B '49) ...	35.00	45.00
6. Speed Ball ...	14.50	32.50
4. Speedway (Wm 9/48) ...	35.00	39.50
4. Spinball (CC 5/48) ...	10.00	25.00
4. Spot Bowler (Got 10/50) ...	85.00	95.00
2* Spot-Lite (B 1/52) ...	260.00	335.00
6. Sport Event ...	19.50	29.50
6. Sport Special ...	17.50	30.00
6. Sports ...	19.50	25.00
4. Sportsman (Wm) ...	45.00	125.00
6. Spot-A-Card ...	25.00	29.50
6. Spot Pool ...	19.50	29.50
4. Springtime (Ge) ...	85.00	95.00
6. Stage Door Canteen ...	10.00	25.00
2* Stars (Un 6/52) ...	295.00	365.00
4. Stardust (Un 5/48) ...	14.50	35.00
4. Steeple Chase (Un 2/52) ...	150.00	295.00
1. Stop & Go (Ge 3/51) ...	70.00	79.50
2. Stormy (Wm 1/48) ...	24.50	35.00
6. Streamliner ...	10.00	14.50
4. Summertime (Un 9/48) ...	20.00	59.50
6. Sun Beam ...	19.50	29.50
4. Sunny (Wm 12/47) ...	10.00	35.00
4. Sunshine Park ...	295.00	350.00
6. Supercharger ...	19.50	24.50
4. Super Hockey ...	55.00	59.00
6. Superliner (Got 7/46) ...	10.00	17.50
6. Superscore (CC 10/46) ...	10.00	24.50
4. Surf Queen (B '46) ...	10.00	19.50
6. Suspense (Wm 2/46) ...	29.50	49.50
4. Swanee ...	35.00	44.50
4. Sweepstakes (Wm) ...	225.00	275.00
4. Sweetheart (Wm 7/50) ...	50.00	79.50
4. Tahiti (CC 10/49) ...	62.50	69.50
4. Tampico (Un 7/49) ...	59.50	64.50
6. Target Skill ...	12.50	19.50
4. Telecard (Got 1/49) ...	24.50	49.00
4. Temptation ...	25.00	33.00
4. Tennessee (Wm 2/48) ...	29.50	35.00
4* Thing (CC 2/51) ...	32.50	45.00
1. Three Feathers ...	45.00	85.00
2. Three Four Five (Un 10/51) ...	125.00	145.00

←TOTAL NO. TOTAL VALUE→



## NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE

(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
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### PINBALL GAMES (Cont.)

4. Three Musketeers (Got 7/49)	85.00	110.00
4. Thrill (CC 9/48)	29.50	35.00
6. Topic	10.00	17.50
6. Tornado (Wm 4/47)	12.50	17.50
4. Touchdown (Un)	165.00	245.00
6. Towers	12.50	15.00
4. Trade Winds	25.00	29.50
6. Treasure Chest	14.50	30.00
4. Trigger	89.00	100.00
4. Trinidad (CC 3/48)	15.00	35.00
4. Triple Action	25.00	35.00
4. Triplets (Got 7/50)	85.00	95.00
4. Tri-Score (Ge 1/51)	35.00	69.50
4. Trophy (B '48)	50.00	100.00
4. Tropicana (Un 1/48)	10.00	22.50
4. Tucson (Wm 1/49)	22.50	44.50
4* Tumbleweed	52.50	75.00
6. Turf Champ	24.50	39.50
4* Turf King (B 6/50)	65.00	150.00
7. Twenty Grand (Wm 1/53)	175.00	185.00
4. Utah (Un 8/49)	50.00	59.00
6. Vanities	10.00	25.00
4. Victory Special (B 46)	19.50	49.50
4. Virginia (Wm 3/48)	20.00	35.00
4. Watch My Line (Got 9/51)	49.50	85.00
4. Whizz Kids	105.00	175.00
6. Wild Fire	19.50	30.00
4. Wild West	125.00	165.00
4* Winner (Univ)	50.00	85.00
4. Wisconsin (Un 3/48)	15.00	34.50
6. Yankee Doodle	15.00	19.50
4. Yanks (Wm 4/48)	15.00	25.00
4. Zingo (Un 10/51)	125.00	300.00

←TOTAL NO. TOTAL VALUE→

### CONFIDENTIAL PRICE LIST

#### ROLL DOWNS

4. Advance Rolls	30.00	35.00
4. Bing-A-Roll	45.00	50.00
6. Bonus Roll	25.00	49.50
6. Buccaneer	49.50	64.50
6. Champion Roll	15.00	29.50
4. Chi-Coin Roll Down	19.50	49.50
4. Genco Advance Roll	30.00	69.50
4. Genco Total Roll	39.50	69.50
4. Hy-Roll	39.00	50.00
4. Pro-Score	39.50	45.00
4. Singapore	10.00	39.50
6. Super Score	35.00	49.50
4. Super Triangle	25.00	35.00

←TOTAL NO. TOTAL VALUE→

### CONFIDENTIAL PRICE LIST

#### SHUFFLES - REBOUNDS

1. Bally Shuffle-Line	95.00	109.50
2. Bally Hook Bowler	95.00	165.00
4. Bally Baseball	50.00	79.50
4. Bally Shuffle Champ	25.00	35.00
4. Bally Shuffle-Bowler	24.50	29.00
1. Bally Speed Bowler	24.50	50.00
4. ChiCoin Bowling Alley	45.00	55.00
4. ChiCoin Alley w/con.	35.00	79.50
4. ChiCoin Ace Bowl	79.50	110.00
2. ChiCoin Bowl Classic	50.00	79.50
4. ChiCoin Horseshoes	60.00	99.50
4. ChiCoin Rebound	25.00	45.00
4. ChiCoin Basehall	45.00	49.00
4. ChiCoin Trophy	59.50	89.50
2. ChiCoin 6 Player	215.00	250.00
7. ChiCoin 6 Pl. Match	345.00	355.00
2. ChiCoin 6 Player DeLuxe	250.00	295.00
4. Exhibit Strike	25.00	89.50
4* Exhibit Twin Rotation	200.00	395.00
4. Genco Shuffle Target	39.50	99.50
4. Genco Bowling League	24.50	45.00
4. Genco Baseball	25.00	79.50
4. Genco 8 Player Reb'd	125.00	150.00

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(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

### SHUFFLE REBOUNDS (Cont.)

4. Ge Target Skill	100.00	125.00
4. Gottlieb Bowlette	25.00	40.00
4. Keeney ABC Bowler	15.00	25.00
2. Keeney Bowling Champ	50.00	75.00
4. Keeney King Pin	35.00	50.00
4. Keeney Pin Boy	24.50	39.50
4. Keeney Ten Pins	15.00	24.50
4. Keeney Lucky Strike	35.00	50.00
4. Keeney Dbl. Bowler	65.00	79.50
4. Keeney League Bowl	125.00	139.50
4. Keeney Duck Pins	15.00	125.00
4. Keeney Super League	275.00	295.00
4. Keeney DeLuxe League Bowler	245.00	255.00
4. Keeney Big League Bowl	185.00	285.00
4. Keeney 4 Play	125.00	150.00
2. Keeney 4-Way Bowl	50.00	75.00
4* Keeney 6-Player	215.00	265.00
7. Keeney 10 Player	400.00	425.00
4. Keeney Super Deluxe	275.00	295.00
4. Rock-Ola Shuffle Jungle	24.50	75.00
4. Rock-Ola Shuffle-Lane	24.50	29.00
4. Univ. Deluxe Twin	85.00	125.00
4* Un. Deluxe 6-Player	250.00	325.00
4* Un. Super 6 Play	299.00	350.00
4. Univ. Dbl. Shuffle	40.00	50.00
1. Un. Official Bowler	325.00	340.00
4. United Shuffle Alley	15.00	45.00
1. Un Shuffle w/con.	25.00	69.50
1. Un. Shuffle Alley Exp.	29.50	45.00
4. Un. 2-play Express	35.00	79.50
4. Un. Sin Rebound	50.00	70.00
3. Un. Twin Rebound	100.00	145.00
4. United Slugger	59.00	65.00
4* United Skee Alley	45.00	79.00
4* Un. 4-Player	100.00	174.50
4* Un. 5-Player	160.00	240.00
1* Un. 6-Player	190.00	265.00
4. Un. Manbat. 6 Play	325.00	350.00
1* Un. Star 6 Play	325.00	410.00
4. Un. Shuffle-Cade	150.00	189.50
4. Un. Twin Shuffle Cade	75.00	175.00
4. Univ. Super Twin	59.50	69.00
4. Universal Twin Bowler	49.00	69.50
4. Univ. HiScore Bowler	45.00	145.00
2. Williams DeLuxe Bowler	15.00	39.00
4. Williams Twin Shuffle	29.50	45.00
4* Williams Dbl. Head	45.00	69.50

←TOTAL NO. TOTAL VALUE→

### CONFIDENTIAL PRICE LIST

#### ARCADE EQUIPMENT

4. ABT 6 Gun Rifle Range	595.00	700.00
6. Allite Strike 'N Spares	39.50	149.50
4. Boomerang	45.00	59.50
4. Bally Big Inning	75.00	149.50
6. Bally Bowler	175.00	189.50
4. Bally Convoy	47.50	125.00
4. Bally Defender	95.00	125.00
6. Bally Eagle Eye	39.50	49.50
1. Bally Heavy Hitter	35.00	65.00
6. Bally King Pin	35.00	45.00
6. Bally Lucky Strike	45.00	79.50
4. Bally Rapid Fire	75.00	125.00
4. Bally Sky Battle	49.50	125.00
4. Bally Torpedo	49.50	125.00
4. Bally Undersea Raider	95.00	125.00
6. Bank Ball	59.50	125.00
6. Buckley DeLuxe Dig	119.50	149.50
6. Buckley Treas Is Dig	95.00	110.00
4. Champion Hockey	50.00	69.50
3. ChiCoin Basketball Champ	175.00	250.00
4* ChiCoin 4 Player Derby	125.00	295.00
2* ChiCoin Goalee	65.00	125.00
4. ChiCoin Hockey	49.50	75.00
4. Chi Midget Skee	125.00	165.00
1* ChiCoin Pistol	75.00	125.00
6. ChiCoin Pool-A-Score	39.50	75.00
4. Edelco Roll Table	49.50	75.00
2. Evans Bat-A-Score	149.50	175.00
4. Evans Super Bomber	50.00	125.00
4. Evans Play Ball	65.00	75.00
4. Evans Ten Strike '46	75.00	125.00
6. Evans Tommy Gun	49.50	100.00
4* Exhibit Dale Gun	45.00	75.00
4* Exhibit Gun Patrol	175.00	195.00
1* Exhibit Jet Gun	185.00	249.00
4. Exhibit Pony Express	175.00	225.00
6. Exhibit Rotary Mdar.	175.00	275.00

←TOTAL NO. TOTAL VALUE→

## NUMBER OF EACH MACHINE OWNED VALUE OF MACHINES HERE

(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

### ARCADE EQUIPMENT (Cont.)

2. Exhibit Silver Bullets	125.00	140.00
4* Exhibit Six Shooter	150.00	175.00
6. Exhibit Merchantman Roll Ch Digger	85.00	99.50
4. Exhibit Vitalizer	75.00	95.00
4. Genco Glider	30.00	45.00
6. Genco Play Ball	29.50	65.00
6. Groetchen Met. Typer.	79.50	149.50
4. Irish Poker	65.00	85.00
4. Jack Rabbit	55.00	95.00
4. Jungle Joe	125.00	135.00
4. Keeney Air Raider	119.00	125.00
4. Keeney Anti Aircraft Bl	15.00	50.00
4. Keeney Sub Gun	95.00	125.00
4. Keeney Texas Leaguer	49.50	55.00
4. Kirk Night Bomber	75.00	150.00
1. Lite League	49.50	90.00
4. Mutoscope Ace Bombers	100.00	125.00
4. Muto. Atomic Bomber	125.00	155.00
4. Mutoscope Dr. Mobile	95.00	175.00
4. Mutos. Fly Saucers	100.00	150.00
4. Mutos. Photo. (Pre-War)	250.00	395.00
4. Mutoscope Silver Gloves	250.00	275.00
4. Mutoscope Sky Fighter	85.00	125.00
4. Muto. Voice-o-Graph 35c	425.00	450.00
4. QT Pool Table	89.50	125.00
4. Quizzer	75.00	95.00
6. Rockola Ten Pins HD	25.00	49.50
4. Rockola World Series	69.50	100.00
6. Scientific Baseball	49.50	75.00
6. Scientific Basketball	59.50	75.00
2. Scientific Batting Pr.	65.00	69.50
4. Scientific Pitch 'Em	185.00	195.00
4* Seeburg Bear Gun	225.00	250.00
4* Seeburg Chicken Sam	75.00	110.00
4. Seeburg Shoot the Chute	49.50	75.00
1. Set Shot Basketball	225.00	375.00
6. Skee Barrel Roll	25.00	49.50
4. Spares & Strikes	149.00	160.00
6. Skill Jump	25.00	39.50
4. Supreme Bolascare	40.00	95.00
6. Supreme Skee Roll	20.00	75.00
6. Supreme Skill Roll	20.00	69.50
4. Supreme Rocket Buster	45.00	75.00
6. Tail Gunner	49.50	89.50
4. Telequiz	115.00	125.00
4. Un. Team Hockey	59.50	95.00
6. Warner Voice Record	49.50	69.50
4. Western Baseball '39	40.00	85.00
4. Western Baseball '40	60.00	85.00
6. Whizz	15.00	24.50
4. Wilcox-Gay Recordio	100.00	125.00
4. Williams All Stars	35.00	45.00
6. Williams Box Score	39.50	65.00
4* Williams Star Series	45.00	100.00
4* Williams Super World Series	195.00	250.00
4. Williams Quarterback	59.50	85.00
4. Wurlitzer Skee-ball	85.00	150.00

←TOTAL NO. TOTAL VALUE→

### CONFIDENTIAL PRICE LIST

#### VENDORS

### CIGARETTE MACHINES

4. Automatic "Smokeshop" (9 Col., 486 Cap.)	\$175.00-\$250.00
4. Du Grenier (Mod. A-7)	110.00-140.00
4. Du Grenier (Mod. A-9)	120.00-150.00
4. Du Grenier (Mod. AC-7)	125.00-155.00
4. Du Grenier (Mod. AC-9)	130.00-160.00
4. Du Grenier (Mod. E-7)	135.00-165.00
4. Du Grenier (Mod. ES-9)	140.00-170.00
4. Du Grenier (Mod. E-9)	145.00-175.00
4. Du Grenier (Mod. ES-11)	150.00-180.00
1. Du Grenier "W" (9 col.)	50.00-125.00
1. Du Grenier "S" (7 col.)	45.00-115.00
4. Du Grenier "S" (9 col.)	69.50-85.00
4. Du Grenier Champion (9 col.)	85.00-97.50
4. Du Grenier Champion (11 col.)	97.50-125.00
2. Eastern Electric C-8	125.00-150.00
4. Electro (8 col.)	200.00-250.00
4. Electro (10 col.)	249.50-255.00
4. Lehigh PX (Elec. 8 col.)	125.00-145.00
4. Lehigh PX (10 col.)	89.50-149.50
4. Lehigh King Size	125.00-145.00
4. National 750	95.00-125.00
4. National 950	85.00-105.00
2. National 930	90.00-135.00
4. National 9-A (9 col.)	100.00-125.00
4. Nat. 9-ML Wheatwood	198.00-200.00
4. National Electric	95.00-139.50
4. Rowe Diplomat (10 col.)	179.50-185.00

←TOTAL NO. TOTAL VALUE→



**NUMBER OF EACH MACHINE OWNED  
VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)



## CIGARETTE MACHINES (Cont.)

1. Rowe Imperial (6 col.)	79.50- 130.00
1. Rowe Imperial (8 col.)	78.50- 145.00
4. Rowe Royal (6 col.)	79.50- 90.00
4. Rowe Royal (8 col.)	90.00- 140.00
4. Rowe Royal (10 col.)	90.00- 130.00
4. Rowe President (8 col.)	100.00- 125.00
4. Rowe President (10 col.)	100.00- 125.00
4. Rowe Crusader (10 col.)	98.50- 155.00
4. Rowe Electric (8 col.)	125.00- 150.00
4. Uneeda "A" (6 col.)	45.00- 87.50
4. Uneeda "A" (8 col.)	49.50- 92.50
4. Uneeda "A" (9 col.)	59.50- 85.00
4. Uneeda "E" (6 col.)	50.00- 79.50
4. Uneeda "E" (8 col.)	79.50- 90.00
4. Uneeda "E" (9 col.)	75.00- 80.00
4. Uneeda "E" (12 col.)	65.00- 85.00
4. Uneeda "E" (15 col.)	75.00- 95.00
4. Uneeda 500 (7 col.)	90.00- 95.00
4. Uneeda 500 (9 col.)	90.00- 95.00
4. Uneeda 500 (15 col.)	75.00- 115.00
4. Uneeda Monarch (8 col.)	95.00- 115.00
4. Uneeda Monarch (10 col.)	79.50- 110.00
4. Uneeda Monarch (12 col.)	79.50- 135.00

## CANDY MACHINES

4. Mills (5 col., 70 cap.)	\$ 49.50-\$ 60.00
4. Stoner (Mod. 102, 6 col., 102 cap.)	85.00- 87.50
4. Stoner (Mod. 120, 6 col., 120 cap.)	90.00- 95.00
4. Stoner (Senior, 8 col., 160 cap.)	95.00- 125.00
4. Stoner (Mod. 80, 4 col., 80 cap.)	95.00- 97.50
4. Stoner (Mod. 120, 5 col., 7 col.)	89.50- 95.00
4. Stoner (Mod. 120 Sn, 7 col.)	95.00- 100.00
4. Stoner DeLuxe Theatre (8 col., 160 cap.)	85.00- 95.00
4. Stoner DeLuxe Theatre (16 col., 320 cap.)	195.00- 300.00
4. Martin's "Little Candy Store" (8 col., 160 cap.)	89.50- 99.50
4. Coan "U-Select-It"	35.00- 45.00

## HOT COFFEE

4. Andico Cafe Petit, 200 cups	\$300.00-\$400.00
4. Bert Mills Coffee Bar, 200 cups	175.00- 225.00
4. Bert Mills Coffee Bar, 600 cups	200.00- 250.00
4. Bert Mills Coffee Bar, 500 cups	300.00- 375.00
4. Chef-Way, Model 100, cap. 400-600	375.00- 400.00
4. Hot-O-Mat Comb. Hot Coffee-Choc., 600 cups	250.00- 300.00
4. U-Select-It Hot Coffee, 600 cups	375.00- 400.00

## CARBONATED DRINK

4. Drink-O-Mat, single flavor, 5c, 1000 cups	\$275.00-\$350.00
4. Drink-O-Mat, 3 flavor, 5c, 1000 cups	425.00- 475.00
4. Drink-O-Mat, 4 flavor, 5c, 1000 cups	500.00- 525.00

←TOTAL NO. TOTAL VALUE→

**NUMBER OF EACH MACHINE OWNED  
VALUE OF MACHINES HERE**  
(FOR INVENTORY PURPOSES ASCERTAIN VALUE  
BY FIGURE BETWEEN LOW AND HIGH PRICES)

## CARBONATED DRINK (Cont.)

4. Lyons # 1400, single flavor, 5c	425.00- 475.00
4. Lyons # 1400-2F	475.00- 650.00
4. Lyons Model 500, 5c single	225.00- 275.00
4. Mills Automatic Fountain, 400 cups	150.00- 250.00
4. Mills Automatic Fountain, 400 cups, without changemaker	100.00- 175.00
4. Soda Shoppe	975.00-1025.00
4. Spacarb single 5c, 1000 cups	135.00- 175.00
4. Spacarb 3 Unit 5c, 1000 cups	400.00- 550.00
4. Spacarb 4 Unit 5c, 1000 cups	600.00- 650.00
4. Super Vend 3 flavor, 600 cup A-1	275.00- 325.00
4. Super Vend 3 flavor, 600 cup A-2	325.00- 425.00

←TOTAL NO. TOTAL VALUE→

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## NON-CARBONATED DRINK

4. American Simplex, single flavor, 5c, 200 cups	\$100.00-\$125.00
4. Refreshomat, 5c, 10c, 300 cups	240.00- 300.00

## CAN DRINK

4. Juice-Bar, 6 sel., 600 cans	\$325.00-\$450.00
4. Refresher, 3 sel., 300 can cap.	550.00- 600.00

## ICE CREAM VENDORS

4. Vendo "Dairy-Vend," 203 Bar Capacity	\$250.00-\$350.00
4. Rowe "Ice Cream Vendor" (Ice Cream Sandwiches or "Pops"), 200 cap.	350.00- 475.00

←TOTAL NO. TOTAL VALUE→

## Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory. Where prices are not listed, manufacturers have not yet released list prices.

### A.B.T. MFG. CORP.

Challenger (Counter Model Gun)	\$ 65.00
Rifle Sport, 3 and more Guns, plus complete ranges of various types	

### AMI, INC.

Model D-40 Phonograph	\$795.00
Model D-80 Phonograph	925.00
Model HS-SM Hideaway	575.00
5c-10c Wall Box (40 Selections)	59.50
5c Wall Box (40 Selections)	53.50
Amivox Speaker	27.50

### AUTO-PHOTO CO.

Auto-Photo	\$2,545.00
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### BALLY MFG. CO.

Beach Club	\$ 665.00
The Champion (Mech. Horse)	1,065.00
Space Ship	1,165.00

### CHICAGO COIN

Band Box (New Model)	\$229.50
Bowl-A-Ball	695.00
Double Score Bowler	595.00

### H. C. EVANS & CO.

Century (Model 2045)	\$1,050.00
Jubilee (Model 245)	825.00
Jubilee (Model 278)	795.00
Saddle & Turf	635.00

### EXHIBIT SUPPLY

Big Bronco	\$ 997.50
Roy Rogers' Trigger	1,047.50
Rudolph The Red Nosed Reindeer	725.00
Pete The Rabbit	725.00
Rawhide	725.00

Complete Package of Three Bodies, 'Rudolph The Red Nosed Reindeer,' 'Pete The Rabbit,' and 'Rawhide,' with One Base	1,195.00
Space Gun	375.00
Space Patrol	1,047.50
Stratogun	375.00
Silent Salesman (Card Vendor)	79.50
Super Twin Rotation	695.00

### Genco MFG. CO.

Golden Nugget	\$495.00
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### D. GOTTlieb & CO.

Grand Slam	\$349.50
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### INTERNATIONAL MUTO. CORP.

Photomat '53	\$2,150.00
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### J. H. KEENEY & CO., INC.

Electric Cigarette Vendor	\$284.50
Coin Changer Model	304.50
Club Bowler	645.00

### MARVEL MFG. CO.

Overhead Scoreboard for Shuffleboards	\$125.00
Wall Type Scoreboards for Shuffleboards	95.00

### METEOR MACHINE CORP.

Meteor Flying Saucer	\$795.00
Meteor Pony Boy	575.00
Meteor PT-Boat	840.00
Meteor Rocket	795.00

### ROCK-OLA MFG. CORP.

"Fire-Ball" 120 Selection, Model 1436	\$1,065.00
Model 1544, 5c-10c-25c Wall Box	115.00
Model 1538, 5c-10c-25c Wall Box	59.50
Model 1536, 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00

### SCIENTIFIC MACHINE CORP.

Scientific Space Ship	\$1,295.00
Scientific Ocean Liner	1,295.00
Scientific Pokerino	379.50
Scientific 3-in-Line	379.50
Scientific Pitch Master	2,000.00

### NATE SCHNELLER, INC. (NASCO)

Atomic Jet (Airplane Ride)	\$995.00
Aqua Jet (Boat Ride)	895.00

### J. P. SEEBURG CORP.

M100C (Select-O-Matic "100" phonograph)	
HM 100C (Select-O-Matic "100" R. C. Special)	
3W-1 Wall-O-Matic "100"	
MRVC-1 Master Remote Volume Control	
CVS4-8-8" Wall Speaker Ivory (Teardrop)	
CVS6-8-8" Recessed Speaker	
CVS7-12-12" Recessed Speaker	
PS6-1Z Power Supply	
ARA1-L6 Auxiliary Remote Amplifier	
AVC-1 Automatic Volume Compensator Unit	

### UNITED MFG. CO.

Clover Shuffle Alley	625.00
Cascade Shuffle Alley	605.00
Regulation Shuffle Alley	695.00
Cabana	690.00

### WICO CORP.

Major Leaguer (Automatic Baseball Pitcher)	\$1,095.00
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### WILLIAMS MFG. CO.

De Luxe Baseball	\$479.50
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### THE RUDOLPH WURLITZER CO.

Model "1400" Phonograph	
Model "1450" Phonograph	
Model "1500" Phonograph	
Model "1600" Phonograph	
Model "1650" Phonograph	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 Wall Box 5c-10c-25c (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	



# UNITED'S CABANA



**Select  
a  
Spot  
Feature**

**Four to Seven Numbers  
Lite Up**

**Player Selects  
Choice of Numbers  
10, 16, 19, 20,  
21, 22, 25**

**New Extra-Time  
Feature**

**2  
SUPER CARDS  
3 IN LINE  
SCORES  
4 IN LINE  
SCORE**

**ADVANCING  
SCORES  
4 CORNER  
SCORES**

**UP TO  
3  
EXTRA BALLS  
Per Game**

**STANDARD  
PIN BALL  
CABINET SIZE  
SMOOTH, QUIET  
OPERATION  
Easy to Service**

**SELECTOR  
KNOB**

**TRIPLE SPOT  
Roll-Over Feature  
Left and Right  
Playboard  
Buttons**



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OPERATORS FROM COAST TO COAST AGREE THAT

# BEACH CLUB

is Bally's® GREATEST "IN-LINE" GAME

From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY...greatest in-line money-maker...only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions...new 7-Choice Select-A-Spot...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

Attractive ADVANCING SCORES • IN-LINE and CORNER Scores  
3-in-line on SUPER CARD Scores 4-in-line score  
Improved SELECT-A-SPOT feature • New EXTRA-TIME feature  
TRIPLE-SPOTS Roll-over feature • Up to 3 EXTRA BALLS per game

**NEW  
7-CHOICE  
SELECT-A-SPOT  
FEATURE**

Player  
turns knob  
to select choice of  
10, 16, 19, 20,  
21, 22, 25  
(when lit)



## Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action  
captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action...surging forward, gliding backward...dipping and rising...rolling from side to side...swinging and banking like a jet-fighter...and you will see why junior space-pilots prefer the Bally SPACE-SHIP...why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember...you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
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- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector



**FINANCE  
PLAN**  
NOW AVAILABLE  
THROUGH  
BALLY DISTRIBUTORS

## Ride THE CHAMPION

TO BIGGEST PROFITS  
IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION...the deluxe hobby-horse...is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



**IT TROTS!  
IT GALLOPS!**

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